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ABSTRACT

A survey was undertaken to assess and identify communication patterns associated with Mexican-Americans in Austin and San Antonio, to determine the extent to which differences in communication habits and attitudes within the Mexican-American community vary in accordance with demographic variables (such as age, sex, socio-economic status, language, and ethnicity), and to discuss the implications of the findings for the planning of public broadcasting for Mexican-Americans. The data which were analyzed for the study consisted of 1599 bilingual interviews gathered by telephone or in the field, and results suggest that the major differences in media habits and preferences were related to different socio-economic status levels and the language used in the interview. Age, ethnic reference label, and sex were interrelated with socio-economic status and language. In an effort to make television more relevant and beneficial to Mexican-Americans, better methods of audience-to-producer feedback should be developed and media research should become an essential and permanent part of television production. (SH)

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I. MEDIA HABITS AND ATTITUDES
OF MEXICAN-AMERICANS
SURVEYS IN AUSTIN AND SAN ANTONIO

by

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CHAPTER ONE

BACKGROUND AND PROBLEM

Introduction

Only recently has attention begun to focus on the Mexican-American and his communication habits and preferences. The Kerner Commission Report (The National Advisory Commission on Civil Disorders, 1968) pointed out the need for understanding cross-class, cross-ethnic communication. It also suggested that mass media has failed to communicate to the American people a sense of understanding of minority needs, culture and history. Central to the problem is the understanding of minority communication patterns, needs and attitudes (Williams & Lindsay, 1971; Young, 1969; Rendon & Reyes, 1971).

Since the report of The Kerner Commission there have been increased efforts to understand minorities in the United States and associated communication problems in our society. The present research is an example of this effort. It focuses on Mexican-American media habits and attitudes and the implications of these for public broadcast planning.

In 1972 the Corporation for Public Broadcasting funded the Teletemas Project (Eiselein, 1973) to research Mexican-American broadcasting audiences in preparation for future television programming production. Mexican-American audiences in six cities throughout California, Arizona, and Texas

were surveyed about media habits, uses and preferences. In reports which were generated in association with the Teletemas Project, frequency counts from these data were presented. Some cross-tabulation work was undertaken also, but this work was quite limited. Since the Teletemas Project was not funded past the end of December, 1972, the Center for Communication Research (CCR), through KLRN-TV, proposed a small research project to analyze this rich body of data concentrating on surveys in Austin and San Antonio, Texas.

The survey data used for the present research included information on media habits, usage, attitudes and preferences as well as descriptive demographic information. Two research instruments were used for data collection, a telephone survey and a field survey. Both were conducted bilingually. The data base comprises 1599 bilingual interviews collected from March through May, 1972 in Austin and San Antonio, Texas.

Analysis of the data focused on three purposes:

1. To identify those communication habits and attitudes associated with Mexican-Americans in Austin and San Antonio.
2. To determine the extent to which differences in communication habits and attitudes within the Mexican-American community would vary in accordance with demographic variations within that community.
3. To interpret the foregoing descriptions for their

implications regarding the planning of public broadcasting for Mexican-Americans.

Prior research in previous studies in ethnic mass communication patterns has suggested that social status, sex, and age are significant predictive variables of media habits and attitudes (Greenburg & Dervin, 1970; Korman & Valenzuela, 1970; Lindsay, 1970). For Mexican-American populations, language and ethnic labels are unique predictive factors of media usage (Grebler, Moore, & Guzman, 1970; Brennan, 1968; Myers, 1959; Lorenzini, 1962; Christian & Christian, 1966; Nava, 1970).

The Grebler, Moore and Guzman 1965-66 study represents the best recent data on Mexican-American communication (1970). Their findings support the thinking that certain demographic variables are closely associated with Mexican-American communication habits and attitudes.

Grebler, et al. (1970) found language, ethnicity, income, residence, social environment, age and sex to be interrelated factors influencing media habits and preferences of Mexican-Americans in Los Angeles and San Antonio. An individual's use of Spanish rather than English mass media for information and entertainment related to his social environment which might be further permeated by ethnicity.

The Grebler study found that most Mexican-Americans in Los Angeles, especially the poorer respondents, preferred

Spanish radio stations to English radio stations. In San Antonio the preference for Spanish radio stations was related to barrio residence, regardless of income. Television use in Los Angeles was heaviest by poorer residents and in San Antonio it was positively related to ethnicity ("Mexicanness") and to income ("poorness"). Sex and age factors in addition to the neighborhood language milieu related to media preferences. Women and the aged were more likely to use Spanish-language radio and television.

The present research utilized five variables for extensive analysis; socio-economic status, language, ethnicity, age and sex. Socio-economic status is computed from education, occupation and residence variables based on a Hollingshead three factor index (Hollingshead, 1958). Language was classified into Spanish, English and bilingual. Bilingual included dialect deviations used by Mexican-Americans throughout the Southwest such as "Pocho," "Tex-Mex," or simply combinations of English and Spanish (Grebler et al., 1970; Villarreal, 1970; Simmen, 1972). Ethnicity referred to the ethnic label preferred by the respondents. Ethnic categories used were the following: Mexican, Mexican-American, Chicano and American. These four terms were selected for their high frequency responses from all the labels mentioned by Mexican-Americans. Latin American or Latin did not have a sufficiently significant response to

be included in extensive analysis even though Grebler et al. note that the terms prevail in Texas (1970). Age is an important demographic variable especially in reference to Mexican-Americans because it is closely related to other demographic variables such as language, education, ethnicity, income and social status in the Mexican-American population (Grebler et al., 1970; Brennan, 1968). Sex is frequently used by communication researchers as a descriptive variable; in Mexican-Americans it also intersects most of the variables named above (Grebler et al., 1970; Brennan, 1968).

Plan of the Report

Chapter 2 presents a description of the data base and how it was edited and computed for the present study. Chapter 3 is an interpretation of basic tabulation analysis for each of the questions in the field and telephone surveys in Austin and San Antonio. Chapter 4 is an interpretation and summary of the cross-tabulation analysis of demographic-by-communication variables. Chapter 5 is a discussion of the implications for public broadcast planning for Mexican-Americans.

CHAPTER TWO

THE DATA BASE

Survey Method

Data included media information gathered bilingually using two survey instruments in San Antonio and Austin, Texas. Although the surveys were conducted differently--one by telephone, the other by field interviewing--much of the same basic information was gathered on both surveys using exactly the same questions. A few additional questions were gathered either only in the field survey, or only in the telephone survey. There were 1599 respondents in the combined data base. Of these, 1091 were from the telephone survey, 352 from Austin and 739 from San Antonio, and 508 were from the field survey, 248 from Austin and 260 from San Antonio.

The telephone and field approaches were chosen as an internal check on survey methods and corresponding sampling (Backstrom & Hursh, 1963). The telephone survey enables the researchers to interview a greater number of respondents for the same time and cost as the field interviews, but the sample was limited to those Mexican-Americans who owned telephones. In a population whose economic level is generally low, telephone ownership can be an important factor. The field surveys involved more time and manpower but presumably face-to-face contact

in the respondent's own environment could result in responses that were more accurate. This sample was chosen according to residential area irrespective of telephone ownership. Since Mexican-American socio-economic level is generally assumed to correspond to residence area, this factor . . . be important. The use of both survey methods provided the advantages of each and also allowed for a comparison of results.

Sampling methods. Different sampling procedures were employed for each survey type. The telephone survey samples were selected from the September, 1971 San Antonio Directory and Austin's December, 1971 directory. Using a table of random numbers, random pages from the white pages of each telephone book were selected. All the Spanish surnames listed on these pages were then recorded for each city. Approximately twice the number of names actually needed were recorded. From approximately 750 calls made in Austin, 352 interviews were completed. In San Antonio, 739 interviews were taken from some 1500 attempted calls. The "losses" are subsequently explained.

The only respondent qualifications were that subjects be at least 16 years of age and Mexican-American. Since the respondent answered the questions as an individual and not as a representative of the whole household, anyone living in the household being called could answer the questionnaire. Interviewers were cautioned not to take exclusively female

respondents since it was suspected they would be the most likely to answer a telephone survey. This effort was made to get a more balanced survey using both male and female respondents.

The majority of those called but not included in the tabulations were eliminated because there was no answer, wrong numbers were called, or respondents did not complete the survey. Most people were cooperative. In some cases the interviewers were asked to call back later. These persons were recalled and some were included in the final sample. People who responded "no opinion" throughout the interview but completed it were included in the tabulations. Only 27 cases had to be dropped from the telephone survey because the respondents did not cooperate or did not qualify.

Field survey sampling was determined by residence. The areas of high concentration of Mexican-Americans, barrios, were located on maps for each city. Each block in the designated areas was numbered consecutively 1, 2, 3... until each block had an assigned number. A table of random numbers was then used to select those blocks to be surveyed. Each house on the block was visited. If no one was at home the house was not revisited. This procedure resulted in greater sample diversity by having more people interviewed from different blocks and different neighborhoods.

The same respondent selection procedures and

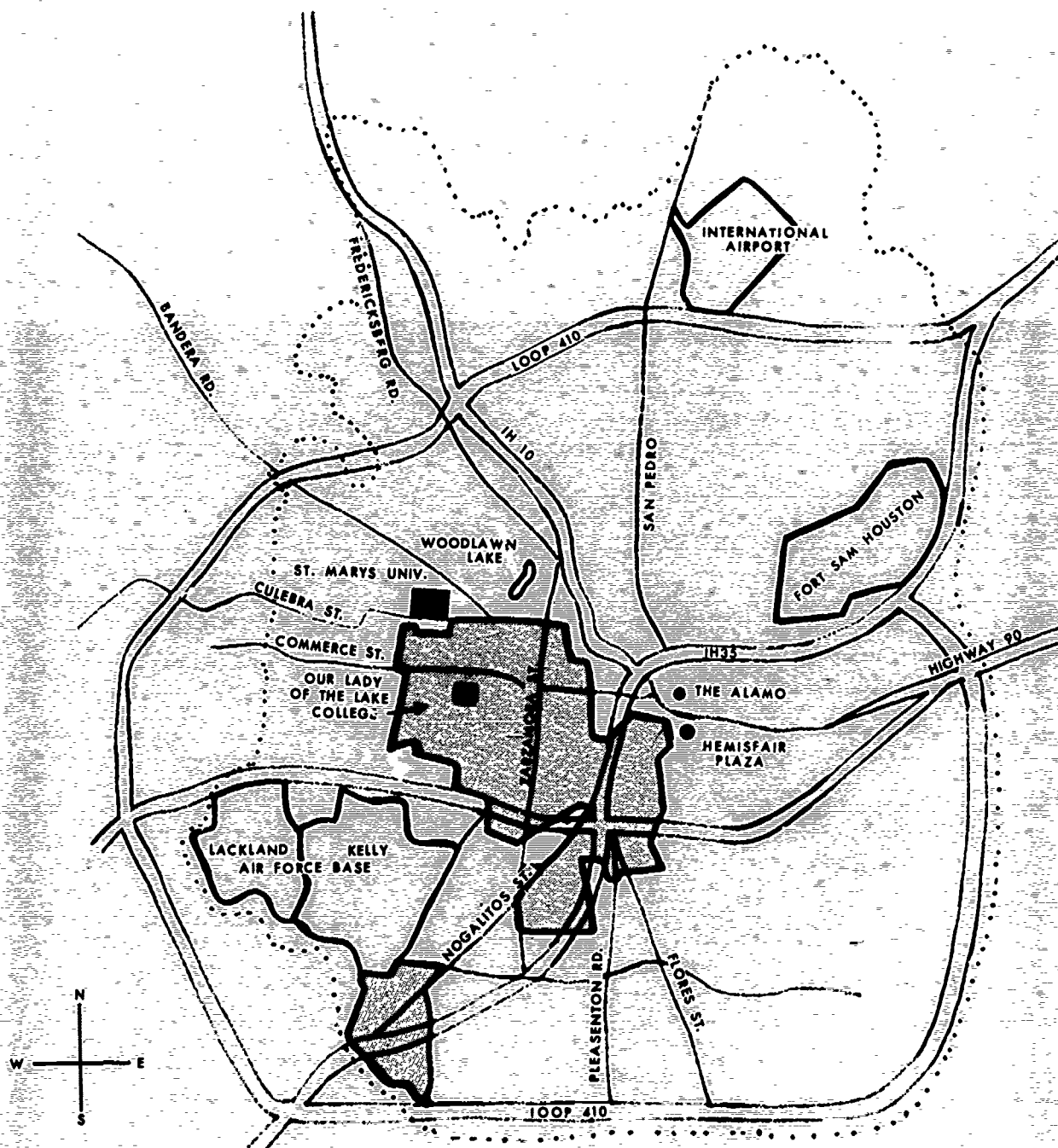
qualifications used in the telephone survey were applied in the field survey. An insignificant number of respondents refused to cooperate or did not finish the interview. Three or four cases from the Austin and San Antonio surveys combined were eliminated from the final tabulations leaving 739 cases from San Antonio and 352 cases from Austin in the final field survey tabulations.

In San Antonio the 1960 census data was used to determine the barrios. Those census tracts with over 75% Mexican-American residents were defined as barrios in San Antonio. Hereafter this will be the definition for barrio as it applies in San Antonio. Figure 1 indicates the areas in San Antonio that were chosen for the field survey. One area is roughly bounded by Culebra Street on the north, Interstate Highway 35 on the east, 36th Street on the west and U.S. Highway 90 West on the south. A second area extends from Nueva Street in downtown San Antonio, parallel to Nogalitos Street and south of it, for approximately a mile, southwest to Southcross Street. The third area is immediately southwest of Military Drive and Palo Alto Road in Southwest San Antonio.

The 1960 census data with revisions supplied by the Human Opportunities Corporation was used to determine the Austin barrios. For Austin this will be the definition of barrio used throughout the study. The Corporation advised

FIGURE 1

SAN ANTONIO

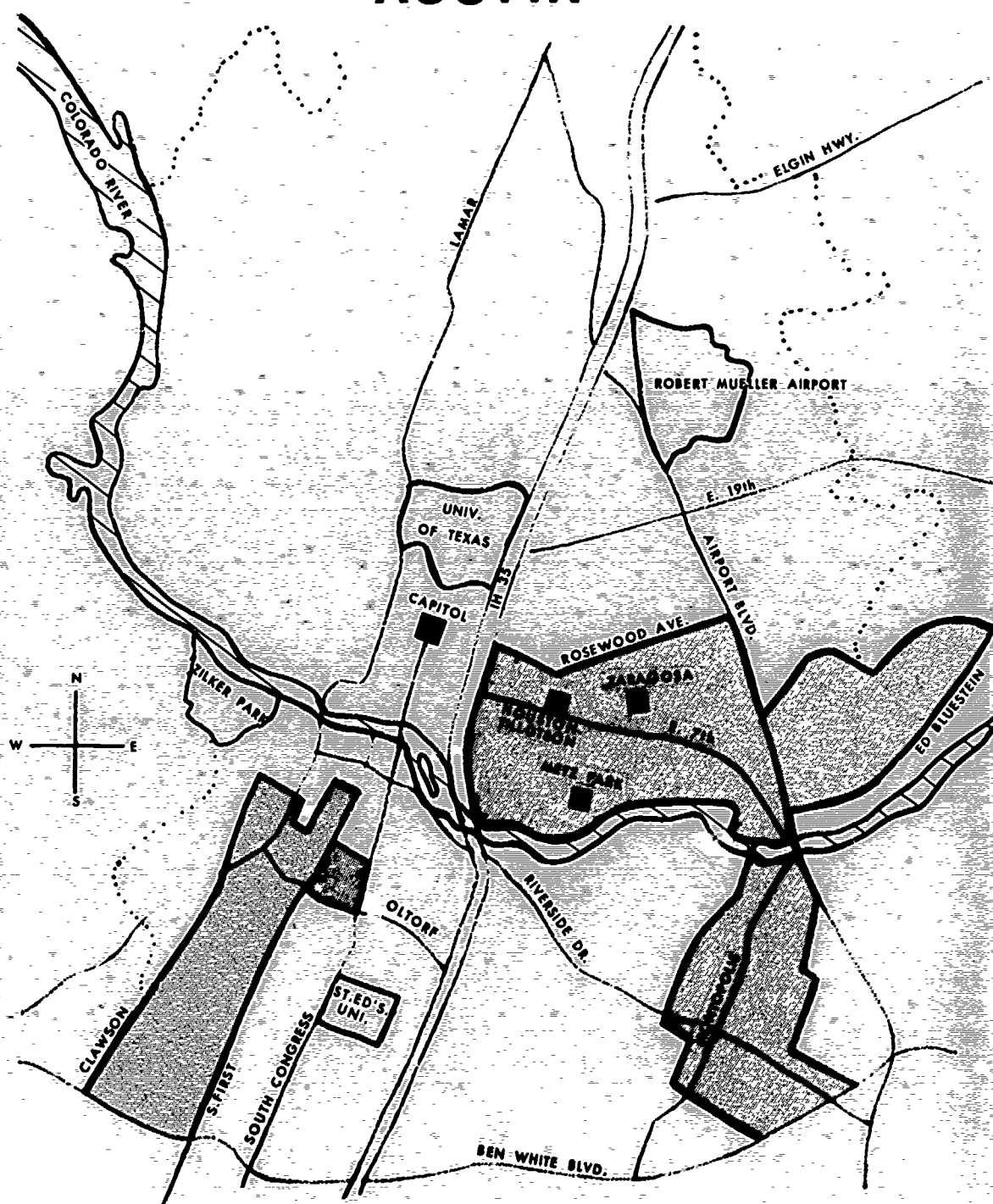


The shaded areas indicate where the field survey was conducted.

the researchers as to the changes in the Mexican-American population concentrations since 1960. Figure 2 shows the three areas of Austin chosen for the field survey. The East Austin area is bounded by the Colorado River on the south, Interstate Highway 35 on the west, Rosewood Avenue on the north and Airport Boulevard and Ed Bluestein Boulevard on the east. Montopolis is a section of southeast Austin on the edge of the city limits bounded by East Riverside Drive, Ben White Boulevard, and Texas Highway 71 (a continuation of Airport Boulevard) on the south and east sites. Grove Boulevard and the Colorado River bound it on the west and north. The South Austin area with a high concentration of Mexican-Americans is bounded by Ben White Boulevard on the south, First Street on the west, Christopher Street and Threadwell Street on the north and Clawson Road to Kinney Avenue on the west. A small part north of Oltorf Street extends west to Congress Avenue.

Interviewing procedures. For the most part interviewing procedures were very similar in both the telephone and field surveys. Interviewers were instructed to take special care in explaining what kind of information was desired, why it was needed and who was collecting it. All initial contacts were made in Spanish. The interviewer began by stating his purpose, his name and who he was representing. After the initial contact the interviewer was to switch for the

FIGURE 2

AUSTIN

The shaded areas indicate where the field survey was conducted.

remainder of the interview to whichever language the respondent felt most comfortable speaking--Spanish, English or the bilingual dialect previously defined. An average interview took ten to fifteen minutes to complete.

Interviewers were selected on the basis of their bilingual language skills, their familiarity with basic survey techniques and their ability to communicate with Mexican-Americans of different ages, social status and language levels. All interviewers in both surveys in both cities were Mexican-Americans from Austin and San Antonio. In Austin, eight interviewers worked on the telephone survey, two women and six men. Of these one female and one male worked on the field survey along with an additional male who had not worked on the telephone survey. All were University of Texas students between the ages of 20 and 30 in at least their third year of school. All had some experience through their academic work in the use and administration of surveys.

In San Antonio, there were seven interviewers used in the telephone survey, three university students and four housewives. The students, Mexican-Americans in their fourth year of school, were familiar with survey procedures. One was female and two were male; all were 20 to 24 years of age. The four housewives, all local Mexican-American community residents, were trained in survey administration techniques by San Antonio Model Cities researchers. Their

ages ranged from 23 to the early fifties. Two of the students, a male and a female, and one of the housewives were retained for the field survey.

Care was taken not to lead the respondents in their answers, especially on the questions about favorite radio stations, favorite music, favorite television programs, desired television programs, desired news and information, problems of the Mexican-American community and ethnic label preference. Although some questions had specific response categories, these were asked without any choices mentioned. The respondent's answers were recorded as open-ended responses. After the interview was completed, the answers were coded for computer tabulation into the response categories listed on the questionnaire. Pilot tests were conducted prior to the actual surveys to establish a list of the most probable responses to each question. These were listed on the actual survey for coding purposes but were not read to the respondents as choices. Those responses not listed on the questionnaire were coded as "other" and recorded for possible addition to other surveys in the future. Only a few responses from the telephone survey received sufficient representation to be added to the second survey conducted, the field survey.

In Austin telephone calls were done from the Center for Communication Research at the University of Texas at Austin.

The survey was conducted from February 28 to March 8, 1972, Monday through Friday, from 5:00 p.m. to 9:00 p.m. and a few calls were made on Saturday and Sunday afternoons. Weekends proved to be a poor interviewing time because of interruptions by family members and other activities vying for the respondent's time. Field interviewing was coordinated from the Center from April 25 to May 27, 1972. Interviewers went into the barrios on weekdays from approximately 4:00 p.m. until dark.

In San Antonio the telephone calls were made from offices rented at St. Mary's University. Survey dates were from March 23 to April 5, 1972. Interviewing was done on weekdays from 4:00 p.m. to 8:00 p.m. The field surveys in San Antonio were coordinated from the same offices at St. Mary's University from May 16 through June 25, 1972, on weekdays, from 4:00 p.m. until dark.

Survey questions. The questions in each survey were designed to complement each other. Certain key questions on media usage, present programming preferences and future programming preferences were repeated in exactly the same manner in each survey. These served as a basis for comparison across survey methods. Additional questions on hourly television and radio usage were included in the telephone survey only. The field survey had other questions on music preferences, news viewership and listenership, and telephone

ownership. Appendix C includes samples of the original telephone and field surveys. There were 22 questions in the telephone survey and 29 in the field survey.

The questions were selected to gather data in three areas:

1. Respondent demographics: length of residence in the same city, occupation, education, preferred ethnic label, age, sex, language of interview, and barrio residence (previously defined).
2. Media preference: present favorite television programming, desired television programming whether presently available or not, desired news and information on television, desired language of this programming, favorite types of music (telephone survey only), favorite colors on television (field survey only), likes and dislikes about the Mexican programs on television (field survey only), novela (soap operas) viewership, reasons why novelas are watched (field survey only), the Public Broadcasting station viewership, and the viewership of certain television programs on Public Broadcasting and commercial stations. The Public Broadcasting programs about which information was gathered are Sesame Street, The Electric Company, Misterogers Neighborhood, Soul, Black Journal, Carrascolendas, Periodico, KLRN 6:00 p.m.

news (telephone survey only) and Zoom (field survey only). The commercial television programs about which information was gathered are En San Antonio, Adelante, Austin Presenta (Austin only) and Voces del Seminario (San Antonio only). In order to provide television producers with useful information about what the Mexican-American considers important in his community, the respondents were asked what they thought were the important issues of the Mexican-American community.

3. Media usage: radio ownership (telephone survey only), favorite radio stations including the Public Radio station in Austin, hourly radio listenership per day, television ownership, UHF and cable ownership (cable is only available in Austin, therefore, the question was not asked in San Antonio), television viewership per day (two methods of recording the responses were used, "hours per day" on the telephone survey and "part of the day" on the field survey); television station reception problems, KLRN-TV (the Public Broadcasting Service station serving both San Antonio and Austin) viewership, primary news and information sources (field survey only), afternoon and evening television news viewership (field survey only), daily radio news

listenership (field survey only, newspaper readership (field survey only).

In both the telephone and field surveys, questions were asked about favorite radio station listenership, television and UHF ownership, cable ownership (cable is not available in San Antonio and, therefore, was not asked in this market), television station reception problems, favorite television programs, desired types of television programming whether presently available or not, types of news and information desired on television, language of the desired news and information, Public Broadcasting Service television station viewership, viewership of selected Public Broadcasting Service and commercial television programs, primary news and information sources, and the problems of the Mexican-American community. All the demographic questions described above were asked in both the telephone and field surveys.

Questions included only in the telephone survey concerned radio ownership, hourly radio listenership, hourly television viewership and language of desired future programming.

Questions asked only in the field survey concerned music preference, favorite colors preferable on television, daily television viewership (responses were recorded as "AM, afternoon or evening" rather than by the hour as in the telephone survey), novela (soap opera) viewership and the reasons watched, 6:00 p.m. and 10:00 p.m. television

news viewership, daily radio news listenership, newspaper readership and telephone ownership.

Data Editing

For the present analyses, the data from both field and telephone surveys were combined in one computer file in terms of questions common to both methods. This includes most of the questions in each survey. Frequency counts of the combined data base results as well as counts for each survey individually are presented in Chapter 3. Cross-tabulations of the combined data base and certain questions asked in only one or the other of the surveys are reported in Chapter 4.

Editing of the merged data base was done for cross-tabulation analysis. Only those responses from the merged data base that applied across both surveys and both cities, and had at least a 10% frequency count in either survey were included for cross-tabulation analysis.

Three criteria were used for editing the merged data base for cross-tabulation purposes. They are explained in more detail as follows:

1. Only those questions asked in both surveys and which applied to both cities were included. Questions that were not asked in both the telephone and the field surveys or were not asked or did not apply in both San Antonio and Austin were dropped.

For example, the question on radio ownership was asked only in the telephone survey; therefore, it was not included in the cross-tabulation analysis of the combined data base. The questions about novelas were asked only in the field survey, therefore they were left out of the combined data base.

2. Only those responses that had at least 10% frequency counts in either the telephone or field surveys were included. For example, in questions such as "What kind of programming would you like to see on television?", only those responses mentioned by at least 10% of the respondents were kept for cross-tabulation purposes. In this question only four responses were kept: Spanish/Mexican programs, movies, educational programs and comedy variety programs.
3. All missing data were dropped out for the cross-tabulation analysis.

Computer Processing

Statistical Package for the Social Sciences (SPSS), a system of computer programs adopted at the University of Texas at Austin, was used to analyze the data (Nie, Bent, & Hull, 1970). It provided a flexible, comprehensive set of procedures for data manipulation and a large number of

statistical routines. The CODEBOOK statistical procedure was used to examine the distribution characteristics of each variable and the CROSSTABS procedure was used for the two-way relationships between variables. The RECODE and COMPUTE subprograms were used to manipulate and edit the data.

Including response categories, there are 202 variables in the twenty-two questions from the telephone survey and 269 variables in the twenty-nine questions from the field survey. Each variable in each of the surveys was assigned a "variable name" such as HAVETV for the variable about television ownership, SUBJSEX for the sex of the respondent, PEDCTN for education as a problem in the community, etc. These names were used for identification and manipulation within the SPSS system. Those variables found in both the telephone and field surveys were assigned the same name so they could be later merged into one data base.

Each of the two surveys was initially analyzed separately as one file to determine the distribution patterns. Within each survey, cases for each city were separated and analyzed individually by the use of subfile structures. Limited cross-tabulations were done on each of the two surveys before the common variables were merged into one file as a single data base. Basic tabulations and cross-tabulations were performed on this combined data.

The subprogram CODEBOOK was used to generate tables

containing simple frequencies, relative frequencies with the missing values included, adjusted relative frequencies with missing values excluded, cumulative adjusted frequency per variable, and histograms of the relative frequency distributions to supplement the tables with bar graph representations.

The subprogram CROSSTABS basically generated a joint frequency distribution according to two variables at a time for each of the five demographic variables (socio-economic status, language of the interview, ethnic label, sex and age) by whose media variables edited and merged as described above. The joint frequency distributions as reported in Appendix C should be read: "For those respondents from a particular socio-economic status or who spoke a particular language, what were their responses to the selected media questions?"

These distributions were statistically analyzed by the chi square statistic based upon Pearson's chi square test of association. The chi square statistic indicates the discrepancy between the obtained frequencies and the expected frequencies. It tests the independence between variables but not the degree of association (Williams, 1968; Weinberg & Schumaker, 1969). The formula referred to by Nie et al. (1970) in SPSS is:

$$\chi^2 = \sum_i \frac{(f_o^i - f_e^i)^2}{f_e^i}$$

with $(r-1)(c-1)$ degrees of freedom, where f_o^i equals the observed frequency in each cell, f_e^i equals the expected frequency, c equals the number of columns in the table, and r equals the number of rows in the table. The expected frequency f_e^i is calculated as:

$$f_e^i = \left(\frac{c_i r_i}{N} \right)$$

where c_i is the frequency in a respective column marginal, r_i is the frequency in a respective row marginal, and N stands for the total number of observed cases.

The subprogram RECODE was used to assign specific values to the education, occupation and area of residence variables that were combined into the socio-economic status index. The subprogram COMPUTE was used to perform the mathematical operations required in the formula used to compute the socio-economic status variable (see Chapter 4, page 56).

CHAPTER THREE

BASIC TABULATION RESULTS

Introduction

In the most general view, the tabulations indicated that many Mexican-American media usage patterns parallel United States norms except for sharp differences in programming content preferences. Ownership of televisions was 96% and for radios 91%, and usage was greatest during prime time for each medium.

Programming content preferences most varied for Mexican-Americans according to language. When Spanish-language or Mexican programming was available to audiences, it received the greatest viewership. The largest percentage of requests for more Spanish-language programming came from Austin where only one hour per week is available from local television stations. In San Antonio, where nearly 60 hours of Spanish-language television programming is available, the Spanish-language programming was preferred over the English.

Mexican-Americans consider the electronic media, television and radio, the most important sources of news and information. They want more information in general. Next, they want to know more about what is happening locally in their neighborhoods. They consider education the most

important problem in their community, followed by employment, lack of unity and communication, and discrimination. There was a very high response of "there are no problems" or "don't know," possibly indicating that they do not necessarily interpret the conditions around them as problems.

The respondents were 70% female, mostly housewives, and the remainder were students, service workers, laborers or craftsmen. The education mean was 8.1 years of school, and age was evenly distributed from 16 to over 65 years of age. The language of the interviews was primarily Spanish or bilingual although a large number of respondents answered in English.

Frequency Tabulations

The basic tabulation results are summarized in the following sections in groupings by demographic characteristics, radio usage and favorite music, television usage, community problems, television programming, and news and information. The study has attempted to report the frequency counts for the overall sample and to compare significant differences between San Antonio and Austin respondents as well as differences between the telephone and the field survey respondents. The frequencies for the total of 1599 responses are discussed below as are the significant differences found in statistical comparisons. Frequency counts for each question are presented by city, by survey, and in combination for the

total data base in Tables 1 through 6 in Appendix B. Each question is identified as to the survey (telephone or field) and city (Austin or San Antonio). In most cases the percentages are based on an N representing different combinations of respondents from the two surveys and the two cities as follows: N=1599 represents the cases in both surveys in both cities, N=1091 represents the telephone survey respondents in both cities, N=508 represents the field survey respondents in both cities, N=600 denotes the Austin respondents in both surveys, and N=999 is the number of San Antonio respondents in both surveys.

Demographic Characteristics

The demographic information describes the samples surveyed for the telephone and field surveys. The variables reported here are sex, age, education, occupation, ethnic label, language of interview, length of residence in the same city, telephone ownership, and barrio or non-barrio residence. All frequencies for the demographics may be found in Table 1, Appendix B.

There were 70% females and 30% males responding to the combined surveys (Table 1. A.). Approximately the same percentages of males and females were surveyed in both cities and in each survey. Age was evenly distributed in all age groups (Table 1. B.) from 16 to over 65 with the mean of 38.1 years of age. Education (Table 1. C.) was clustered

at grades six to eight and the mean was 8.1 years of schooling. The telephone respondents had a slightly higher level of education with a mean of 8.2 over the field respondents whose mean was 7.7 years of schooling. Twenty-six percent of the Austin telephone survey respondents had a college education, a higher percentage than the San Antonio respondents or the field survey respondents.

For the combined surveys, 43% of the respondents were housewives (Table 1. D.), 12%--students, 10%--service workers and the remainder were predominantly craftsmen or foremen, professional or managerial workers, laborers, or retired persons. Service workers, craftsmen or foremen and professional or managerial workers more often responded in the telephone survey than the field survey. Housewives accounted for 52% of the field survey respondents. Service workers comprised a slightly larger percentage of respondents in San Antonio than in Austin, while laborers and students comprised a larger percentage of respondents in Austin than in San Antonio.

When asked the question, "Having a Spanish surname, what do you call yourself?", the ethnic label preferred by the majority of the 1599 respondents (Table 1. E.) was "Mexicano" or "Mexican"--the two terms were not separated as different terms--with 35% of the respondents choosing that term. Thirty-one percent chose the term "Mexican-

American," 9% selected "American," and 5% called themselves "Chicano." "Spanish" or "Hispano" and "Latin" or "Latino" had some response with 3% of the respondents choosing each of these terms in the combined surveys. "Latin" or "Latino" and the "Mexicano-Tejano" responses were 6% and 5% respectively in the Austin telephone survey.¹

The language preferred by the respondents in the interview situation (Table 1. F.) was Spanish (37%) followed by bilingual (35%) and English (28%). The San Antonio respondents more frequently preferred Spanish (40%) than the Austin respondents who preferred English (35%). It is important to note that there are large numbers of respondents who spoke all three languages, but generally English was the least preferred language.

The respondents interviewed in Austin and San Antonio were not a transitory population (Table 1. G.). Of the total sample, 82% had lived in the same city more than eight years. Ninety percent of the field survey respondents

¹Because of the highly political and emotional associations with the Mexican-American ethnic terms named above, the author at this time wishes to caution the reader about their use. (1) The data reported above are the responses given to Mexican-American interviewers not Anglo researchers. (2) Data were obtained in the context of a media usage and opinion survey, not a political attitudes and opinion survey. (3) The responses were open-ended; the terms were not presented to the respondents as "choices." The above question was asked to help television producers better define the Mexican-American audiences preferring various types of television programming. Further discussion is included in Chapters 4 and 5.

had lived in the same city more than eight years compared to 79% of the telephone survey respondents. Austin respondents from both surveys combined were more transitory, 14% had lived in the same city four years or less. Most of these transitory respondents were not found in the barrios.² The Austin field survey showed that 6% of the respondents had lived in Austin four years or less, whereas the telephone survey indicated that 20% of its respondents had lived in Austin four years or less.

Barrio residence was a prerequisite for field survey respondents by sample design. The telephone survey respondents, because the sample was drawn from the local telephone directories, came from all areas of the city including barrios and non-barrios. The addresses for the telephone survey respondents were recorded at the time the telephone numbers were drawn from the directories. Addresses were checked for their location in areas defined as barrios, the same areas used for the field survey sampling. For both surveys in both cities (Table 1. I.), 56% of the respondents lived in the barrio, 39% did not and the residence of 5%

²The University of Texas population with some 38,000 students, plus faculty and staff members, has a great deal of influence on the city's 300,000 residents. Most of the people associated with the University are transient in that they are in Austin only for about four years or less. The influence of this factor on the Austin Mexican-American population is reflected in the percentages reported for age, education and barrio-non-barrio residence, and length of residence in the same city.

could not be determined. Thirty-five percent of the telephone survey respondents were from the barrios and 57% were from non-barrio communities throughout the cities. All the field survey respondents were from the barrio.

Telephone ownership was recorded in the field survey only since all the telephone survey respondents had phones (Table 1. H.). In both cities with a sample of 508 respondents, 79% of the respondents had telephones.

Radio Usage and Favorite Music

Various questions on radio ownership, radio listenership, public radio listenership, favorite types of radio stations and favorite types of music were asked in one or both of the surveys. Questions about AM or FM radio ownership and daily and hourly listenership were asked only in the telephone survey and their results are interpreted accordingly. The "favorite types of music" question was asked only in the field survey. Again, generalizations take into account the differences in the telephone and field survey respondents noted above under "Demographic Characteristics." Radio usage frequencies may be found in Table 2, Appendix B.

Data about radio ownership and type of radio owned was gathered only from the 1091 telephone survey respondents (Table 2. A. and B.). Of these 91% had some kind of radio, 90% had AM radios and 71% had FM radios. Austin respondents

were much more likely to have any kind of radio (97%) as well as AM radios (96%) and FM radios (88%) than the San Antonio respondents. Radio listenership was recorded in hours per day as well as by time periods during the day in the telephone survey.

The mean number of radio listening hours (Table 2. C.) was 3.7 for both cities. The San Antonio respondents listened to the radio an average of 4.1 hours per day, considerably more than the average for Austin respondents of 2.9 hours per day.³ Radio listenership (Table 2. D.) was heaviest for both cities during the 6:00 to 10:00 a.m. time period. In San Antonio it remained relatively high from 10:00 a.m. to 3:00 p.m. at 29% and from 3:00 to 7:00 p.m. at 30%, dropping to 23% in the evenings after 7:00 p.m. In Austin the drop in listenership occurred in the 10:00 a.m. to 3:00 p.m. time period with 21% listenership. The 3:00 to 7:00 p.m. time remained at 27% and the 7:00 to 12:00 p.m. period had 28% listenership.

Respondents in each city were asked to name their favorite radio stations. These responses were coded into categories of Spanish-language stations only, English-language

³In San Antonio there were three all Spanish-language radio stations broadcasting some 300 hours per week in Spanish. In Austin approximately 38 hours of Spanish-language programming originated locally on FM radio; all from 6:00 to 10:00 a.m. daily. An additional 20 to 25 hours per week of Spanish programming originating from surrounding towns could be received with some difficulty on AM stations.

stations only and a combination of Spanish and English-language stations. In San Antonio there were three full-time AM Spanish-language radio stations available at this time. These constituted the Spanish radio station category in San Antonio. There were 18 other AM and FM English-language radio stations available in San Antonio.

In Austin two radio stations with limited Spanish-language programming could be received on FM radio. An additional three AM stations could be received from surrounding towns. Although there were no full-time Spanish-language stations, these five were considered the Spanish-language radio stations in the Austin area. There were some 12 other AM and FM radio stations that broadcast in English along with some that could be picked up from surrounding towns.

Of the 1599 respondents (Table 2. E.) 31% mentioned the Spanish-language stations as their favorite, 29% mentioned the English-language stations, and 25% mentioned both types of radio stations as their favorite. Eleven percent said they had no favorites. Austin respondents had a low 9% response to the Spanish-language stations as compared to San Antonio's 44% response to the same type of stations. The Spanish and English-language radio stations were mentioned as favorites by 43% of the Austin respondents as compared to 15% of the San Antonio respondents. In other

words, in San Antonio where a considerable amount of broadcasting in either language is available, respondents tended to listen to one or the other and not to mix Spanish and English-language listenership.

Public radio is available in Austin on KUT-FM and is not available in San Antonio. Its listenership (Table 2. F.) during the month prior to the interview was 13% of the Austin respondents in both surveys. Respondents in the telephone survey were slightly more likely to listen to public radio (16%) compared to the field survey respondents (9%).

A question about the respondents' favorite types of music was included in the field survey after initial feedback from the telephone survey indicated that music was a significant factor to Mexican-American broadcast audiences. The favorite types of music most often mentioned by the respondents from both cities (Table 2. G.) were mexicana (41%), todas--all types--(22%), rancheras (14%), rock (12%), polkas (8%) and boleros (5%). Mexicana music was mentioned more often by the Austin respondents (48%) as was rock music (15%). In San Antonio respondents mentioned rancheras (17%), polkas (12%) and boleros (7%) more often than in Austin.⁴

⁴There is some doubt on the author's part as to the applicability of these music terms to other areas of the country. Informal discussions with Eiselein about the 1973 Telemas research indicated semantic problems for different regions of the country--the same terms in one state did not refer to the same type of music in another state. For example, the music referred to as "ranchera" in Texas was termed "norteña" by Mexican-Americans in Arizona.

Television Usage

The respondents were asked about television set ownership (color and black and white), UHF and cable television ownership, Public Broadcasting Service viewership and reception problems, television viewership in hours per day and television viewership for different time periods during the day, on weekdays, Saturdays, and Sundays. All the questions were asked in both surveys except for the two television viewership questions which were asked in only one survey-- a different question was asked in each case. The cable television question applied only to Austin since San Antonio does not have cable television available. All frequency counts for these variables may be found in Table 3, Appendix B.

Ninety-six percent of the respondents in the total data base owned a television (Table 3. A.); color television ownership was 41% and black and white television ownership was 55%. The same percentages of color and black and white television ownership were found in the individual cities but results differed considerably across survey method. The telephone survey respondents had more color televisions (45%) than the field survey respondents (33%). Black and white television ownership was greatest in the field survey (63%) compared to the telephone survey (52%). UHF television ownership (Table 3. B.) was 84% for respondents in both surveys;

in Austin, it was 91% compared to San Antonio's 81%.⁵ Cable television ownership, available only in some parts of Austin, was 36% (Table 3. C.). The field survey respondents had a higher percentage of cable ownership (44%) than the field survey respondents (30%).

KLRN-TV (Public Broadcasting Service) viewership during the month prior to the interview for all 1599 respondents (Table 3. D.) was 24%. Austin respondents were approximately twice as likely to view KLRN-TV (36%) as the San Antonio respondents (17%). Reception problems for the PBS channel (Table 3. E.) were mentioned by 11% of all respondents, especially in San Antonio where 14% (approximately three-fourths of the PBS viewers) indicated trouble receiving KLRN-TV.

Television viewership data was recorded in hours per day from the telephone survey respondents and by specific time periods during the day from the field survey respondents. The mean number of hours of television viewing was

⁵Both cities had a higher percentage of UHF ownership than was found for Mexican-American audiences surveyed in Arizona and California cities by the Teletemas project. These cities average approximately 75% UHF ownership. In San Antonio the independent Spanish-language television station was on UHF. The three network channels all broadcast on VHF frequencies. The PBS channel was available to both San Antonio and Austin, 75 miles apart, on the same VHF channel. Two of the three network television stations broadcast on UHF in Austin; the third station was on VHF. There were no independent stations in this city but seven channels from San Antonio, Dallas and other areas were brought into Austin by cable television. Cable was not available in all parts of Austin, including some of the barrio areas.

4.4 hours per day (Table 3. F.); 59% of the respondents watch television between two and six hours per day. In San Antonio, where Spanish language television programming is available, respondents watched television slightly more than in Austin where it is limited. The San Antonio television viewing mean was 4.7 hours per day compared to the Austin mean of 3.9 hours per day. Twenty-one percent of the San Antonio respondents watched television six or more hours a day while only 14% of the Austin respondents watched six hours or more of television per day.

Television viewing data for different parts of the day (morning, afternoon and evening) for weekdays, Saturdays and Sundays was recorded for the field survey respondents (Table 3. G.). Viewership was heaviest during evening hours on weekdays (31%) and Sundays (24%) followed by evening and afternoon viewing which was 30% on weekdays and 23% on Sundays. Saturday television viewing was distributed over the whole day (25%) rather than only in the morning (6%), afternoon (9%) or evening (3%). Combinations of Saturday evening and morning television viewing (22%) and evening and afternoon viewing (19%) were more common than on weekdays or Sundays.

Community Problems

Respondents in both surveys were asked to indicate the problems of the Spanish-speaking community. This question was specifically intended to aid producers and broadcasters

wanting to produce materials relevant to Mexican-American audiences. The responses provide an indication of what problems the group itself considers important as opposed to what social workers, doctors or other professionals analyze as the problems of Mexican-American communities.

The most frequent response to the question about community problems was "don't know" and "no problems" with 45% of the 1599 respondents in both surveys answering in this way (Table 4). Education was mentioned by 13% of the respondents, employment by 8%, lack of unity/communication by 8%, discrimination by 7%, drugs/alcohol by 5%, lack of streets, lights and sidewalks by 5%, and poverty by 4%.

Some response differences were found between cities and also between surveys. The San Antonio respondents were much more likely to mention "don't know" and "no problems" (50%) than the Austin respondents (37%) who tended to mention specific problems. The same was true for the survey responses where 52% of the telephone survey respondents replied "don't know" compared to 31% of the field survey respondents. Austin respondents mentioned certain responses more frequently than the San Antonio respondents, such as education, which was mentioned by 16% of the Austin respondents as compared to 12% in San Antonio; discrimination, 10% in Austin to 6% in San Antonio; and lack of streets, lights and sidewalks which was 8% in Austin to 3% in San Antonio. San Antonio

respondents on the other hand indicated the problems of employment, 10% compared to 5% in Austin; poverty, 5% compared to 2% in Austin; and drugs and alcohol, 6% as compared to 4% in Austin. Field survey respondents mentioned some problems more often than the telephone survey respondents, such as drugs and alcohol, 8% in the field survey and 3% in the telephone survey; streets, lights and sidewalks, 11% in San Antonio to 2% in Austin; and crime, 6% in San Antonio to 2% in Austin. Lack of unity and communication was also mentioned more by the telephone respondents (9%) than the field respondents (5%).

Television Programming

Introduction. The information about television programming concerns (1) favorite types of television programs presently watched, including a few specific programs intended for Mexican-American audiences and selected PBS programs; (2) desired television programming regardless of whether presently available or not and (3) the viewership and likes and dislikes of Mexican programs on television, specifically novelas. All frequency counts for the television programming questions are reported in Table 5, Appendix B.

Favorite programs. The favorite types of television programs mentioned by the 1599 respondents in our samples were soap operas (39%), Mexican or Spanish programs (30%), movies (28%), musical variety programs (25%), dramas (23%),

comedy variety programs (22%), detective programs (22%), westerns (22%), situation comedies (18%), and news (11%). The other types of programs had less than 10% response.

The telephone survey respondents had greater frequency counts for various types of programming than the field survey respondents. The responses to musical variety programming were 27% in the telephone survey and 19% in the field survey, comedy variety programming was 26% in the telephone survey and 13% in the field survey, drama was 20% in the telephone survey and 19% in the field survey, situation comedy had 20% of the telephone respondents and 12% of the field respondents and news had 14% of the telephone survey respondents and 4% of the field survey respondents.

Some types of television programs were preferred more in one city than the other city. San Antonio respondents mentioned soap operas (46%) more often than the Austin respondents (27%), Mexican or Spanish programs had a 39% response in San Antonio and 14% in Austin, musical variety programs had 27% in San Antonio and 21% in Austin, comedy variety programs had 24% in San Antonio and 19% in Austin and news programs had 14% in San Antonio and 6% in Austin. Eleven percent of the San Antonio respondents mentioned other types of programs compared to 3% in Austin. Austin respondents mentioned detective programs (25%) and westerns (21%) more often than San Antonio respondents who mentioned each

type of program 21%. Generally speaking, the San Antonio respondents tended to mention more favorite programs than the Austin respondents.

In addition to the differences in television viewing habits between Mexican-American television audiences in Austin and San Antonio, a medium-sized city and a larger metropolitan city, a comparison between these two cities is indicative of the television viewing preferences between an area that has Spanish-language television programming available, San Antonio, and one that has only limited programming of this type available, Austin. As noted earlier, 36% of the Austin respondents have cable television which makes the Spanish-language channel from San Antonio available to them if they choose to watch it.

The Spanish language television station in San Antonio, KWEX-TV (channel 41), belongs to a chain of Spanish-language television stations known as Spanish International Network. According to Mr. Juan Garza, program manager at KWEX, the programming format of the other stations in the chain (KMEX in Los Angeles, California; WXTV in New York, New York and WLTW in Miami, Florida) is similar to that of the San Antonio station. All of the television programming, except for the locally-produced material, comes from Mexico after it has been broadcast in that country. It is mostly novelas (soap operas), movies and musical and comedy variety programs

(KWEX, 1973). The remainder of the programming is made up of news, public service announcements, sports and a local talk show, En San Antonio.

PBS programs. If the respondents said "yes" when asked if they had seen the public broadcasting television station during the last month, they were then asked which programs they had seen. Of the total sample, 1599 cases, Sesame Street had a 4% response, Carrascolendas, a bilingual children's television program, had 3% and all other programs had 1% or less (Table 5. B.).

Selected television programs. Certain television programs on commercial and public television from both San Antonio and Austin were checked for viewership in the telephone survey. These were all locally-produced television programs intended for Mexican-American audiences. The question read "Have you seen (program title)?" Of the 1091 respondents in the telephone survey, primarily adults and some teenagers, 11% said they had seen Carrascolendas (Table 5. C.), especially in Austin where 17% of the respondents said they had seen it compared to 8% in San Antonio. Carrascolendas, a bilingual children's television series for grades kindergarten through second, is in its third year of production at KLRN. The award-winning program is available through PBS. Each program is thirty minutes long. Periodico, a talk show for adult Mexican-Americans, was seen by 14% of all the

respondents; slightly more of the Austin respondents mentioned it (15%) than in San Antonio (13%). Periodico, produced in Spanish, typically has two or three guests of interest to the Mexican-American community combined with a musical segment. It was thirty minutes long and produced by KLRN in the San Antonio studios. Both Carrascolendas and Periodico were broadcast to both cities through the same VHF channel.

Viewership of Austin Presenta was asked only in Austin since the program is not available in San Antonio. Fifty-six percent of the Austin respondents said they had seen it. Austin Presenta, a thirty-minute Spanish-language musical program, was broadcast on commercial television on Sunday mornings at approximately 7:00 a.m. In San Antonio, a question referring to Voces del Seminario (Voices from the Seminary) was asked in place of Austin Presenta. Twenty-four percent of the San Antonio respondents said they had seen it. The religious program, produced in Spanish by Oblate Seminary in San Antonio, frequently focused on current social problems. It was approximately 15 minutes long and was aired on the Spanish-language station on Sundays approximately at noon.

Adelante was viewed by 15% of all the respondents in both cities, particularly in San Antonio where 19% said they had seen it compared to 5% in Austin. Adelante, a 15-minute

talk show in Spanish, was broadcast on commercial television on weekdays at 6:45 a.m. En San Antonio, a live talk and entertainment program produced in Spanish by the Spanish-language station, KWEX-TV in San Antonio, was viewed by 26% of the 1091 telephone survey respondents. Viewership was higher in San Antonio where 32% of the respondents watched it compared to 14% in Austin. The program, featuring talent and guests of interest to the local Mexican-American community, was broadcast at 4:30 p.m. on weekday afternoons for one hour. Both Adelante and En San Antonio, although produced in San Antonio, are available in Austin to cable television viewers.

Desired television programming. The question about desired types of television programs was intended to solicit ideas for innovations in television programming for Mexican-American audiences. The question read "What types of television programs would you like to see on TV?" Any type of program desired, whether it was presently available on television or not, could be answered.

The most frequent responses were Spanish or Mexican programs (21%), followed by movies (13%), music programs (11%), soap operas (9%), educational programs (8%) and comedy variety programs (8%). Sixteen percent mentioned other types of programs and 16% said they did not know.

There were also significant differences in responses

between the telephone and field survey respondents. The telephone respondents tended to mention more types of desired television programs compared to the field respondents, 13% of the telephone respondents answered "don't know" as compared to 23% in the field survey. Some types of programs were preferred more in the telephone survey than the field survey, such as movies, with a response of 16% in the telephone survey and 8% in the field survey, and comedy variety programs, 9% in the telephone survey and 6% in the field survey. The types of programs preferred more by the field survey respondents than the telephone survey respondents were Spanish or Mexican programs, 28% compared to 17% in the telephone survey; children's programs, 8% compared to 3% in the telephone survey and music programs, 17% compared to 8% in the telephone survey.

The San Antonio respondents tended to mention more movies (16%) compared to the Austin respondents (11%), and also mentioned more programs coded in the "other" category, 17% in San Antonio and 13% in Austin. The San Antonio respondents also said "don't know" less frequently (14%) than the Austin respondents (19%). The latter were much more likely to say they wanted more Spanish or Mexican programs (29%) than the San Antonio respondents (16%). There was also a slight preference in Austin for more soap operas, 10% compared to 8% in San Antonio, and music programs, 12% compared

to 10% in San Antonio. Refer to page 40 for an explanation of the television programming differences in both cities.

If favorite types of television programs (Table 5. A.) and desired types of television programming (Table 5. D.) are compared by the responses given in each city, certain characteristics of television programming preferences become evident. In San Antonio where Spanish-language television programming is available, over twice the percentage of Mexican-American respondents preferred to watch the Mexican or Spanish programs (39%) than in Austin (14%) where Spanish-language television programming is limited to cable television users. When asked what types of television programming were desired, the Austin respondents mentioned Spanish or Mexican programming nearly twice as often (29%) as the San Antonio respondents (16%). In other words, where Spanish-language programs were available, the Mexican-American respondents indicated they preferred to watch them, and where they were not fully available, the respondents said they desired more of them. Similar responses to a slight degree were found concerning responses to soap operas. Most other responses given in either city to favorite programs were consistent with the responses given to the desired types of programming.

Language of programming. The language preference for the desired types of television programming was asked in the

telephone survey only (Table 5. E.). Thirty-five percent said they desired bilingual television programming including Tex-Mex and barrio dialect variations. Spanish was preferred by 30%, English by 25%, and 4% said that they did not know or the language did not matter. The Austin respondents preferred programming in Spanish (41%) more than the San Antonio respondents (25%). Spanish was the most preferred language in Austin with bilingual having 33% and English 20%. The San Antonio respondents preferred bilingual programming (35%) to English (27%) or Spanish (25%). A higher percentage of the Austin respondents answered "don't know" or "doesn't matter" (6%) than the San Antonio respondents (3%).

Mexican programs. The field survey respondents were asked more specific questions about viewership of Mexican programs and what they liked and disliked about them. The Mexican programs were watched by 77% of the respondents in both cities (Table 5. F.). The differences in responses for the two cities were not large, 79% in Austin and 74% in San Antonio. The responses to the likes and dislikes question were limited to seven items selected by the researchers (Table 5. G.). The percentages do not differ greatly among the "liked" items nor within the "disliked" items, therefore, the rank order of the responses provides a more useful interpretation. The most liked items for the respondents from both cities were the language (40%) and the Mexican music (46%).

The least liked item was the commercials (31%). The most disliked item was commercials (11%). The least disliked items were music (1%) and Mexican music (1%). The responses were in approximately the same rank order in both cities except that the Austin percentages were consistently lower than the San Antonio percentages by about one third to one half.

Novelas. Novelas (not asked in the telephone survey) were liked by 60% of the 508 field survey respondents, 8% disliked them and 32% had no response or did not watch them (Table 5. H.). Austin respondents liked them (65%) slightly more than the San Antonio respondents (55%). They also had fewer "no response" or "don't watch" answers, 26% compared to 39% in San Antonio.

When the field survey respondents were asked "Why do you like novelas?", they said because they are realistic (13%), because of the story (10%) and because of the sentiment and emotion (7%) (Table 5. I.). Eighteen percent mentioned "other" reasons they watched novelas and 29% had no response or did not watch them. Certain differences between the cities were evident. Austin respondents said they liked novelas because of the stories more often than did the San Antonio respondents, 13% in Austin to 7% in San Antonio. Austin respondents also liked novelas more for the sentiment and emotion (10%) than did the San Antonio respondents

(5%). The San Antonio respondents preferred them more than the Austin respondents because they were realistic--15% compared to 11% in Austin.

News and Information

A battery of news and information data about desired information, the language preference of the desired information, and primary news sources was gathered from respondents in both surveys. In addition, the field survey respondents were further asked about viewership of the 6:00 p.m. news show (local and national), the 10:00 p.m. news, radio news listenership, frequency of radio news listenership, and newspaper readership.

Desired information. The most frequent answers to the question "What type of news and information would you like to see on television?" (Table 6. A.) were "local news" (21%) and "news in general" (20%). The frequency of response then dropped to 9% for school and educational news, 8% for international news, 7% for national news, 6% for drug information and 5% for political news. Twenty-one percent mentioned "other" types of news and 11% said they did not know what type of news they desired.

Certain news and information items were mentioned more frequently in Austin than in San Antonio. News in general had 22% response in Austin compared to 17% in San Antonio, local news was 29% in Austin and 16% in San Antonio, and

(9%) more than the Austin respondents (6%). They also indicated a slight preference for government news and information at all levels; the response for local government news was 4% in San Antonio and 2% in Austin, for state government news, 2% in San Antonio and 1% in Austin, for federal government news, 3% in Austin and <1% in San Antonio. The San Antonio respondents were more likely to say they did not know what types of news and information they wanted (13%) compared to the Austin respondents (7%) who tended to suggest more types of news and information.

Some differences in response to desired news and information between the field and telephone surveys were also evident. The field survey respondents mentioned more types of responses while the telephone survey respondents were much more likely to say they did not know what information they wanted (15%) compared to the field survey respondents (4%). Field survey respondents also mentioned a greater variety of types of news and information reported in the category

and Mexican programming was preferred by 31% of the total sample, 51% of the Spanish speakers, 28% of the bilingual speakers and 8% of the English speakers. Movies were indicated by 25% of the total sample but more so by the English speakers (37%) and least by the Spanish speakers (15%). Soap operas had the highest response of any type of favorite program with 40%. The Spanish speakers preferred them more (56%) than the bilinguals (39%) or the English speakers (21%). Detective programs, with a 22% preference by all the sample, were most preferred by English speakers (29%) and bilingual speakers (27%). Spanish speakers preferred them least (13%). Musical variety programs, with an overall preference of 21%, were also least preferred by Spanish speakers (12%). Bilinguals indicated them with a 28% preference and English speakers, 26%. Comedy variety programs, chosen by 19% of all respondents, were the favorite of the English

"other"; they had a 24% response compared to 19% for the telephone survey respondents. News in general was preferred by 29% in the field survey compared to 14% in the telephone survey; school and educational information had a response of 12% in the field survey and 7% in the telephone survey and drug information had a 10% response in the field survey compared to 4% in the telephone survey. Instructional news and information was the only type substantially preferred by the telephone survey respondents over the field survey respondents. Four percent in the telephone survey mentioned it compared to 1% in the field survey.

Language of information. Respondents were asked what language they preferred for the desired news and information. Of the 1599 respondents, 37% said bilingual, including such dialect variations as Tex-Mex, Pocho, or barrio Spanish. Thirty-one percent preferred English, 27% Spanish, and 5% had no opinion. The Austin respondents preferred Spanish more (34%) than the San Antonio respondents (23%) although they mentioned English just as much (34%). The San Antonio respondents preferred that the news and information be presented bilingually (44%) than in English (29%) or Spanish (23%). Bilingual was least preferred in Austin (26%) of the two cities.

These results are somewhat in keeping with the responses to the language of the desired programming (page 45) and the

findings in comparing the favorite and desired types of television programming in the two cities (page 43). That is, the San Antonio respondents that have Spanish-language radio and television available, preferred the desired news and information bilingually (44%) and least preferred it in Spanish (23%). The Austin respondents preferred news in either Spanish (34%) or English (34%) but not bilingually (26%).

News sources. The primary news and information sources of the total 1599 persons in the sample were television (39%), radio (30%), newspapers (26%) and other sources such as friends or family (6%) (Table 6. C.). Within each city television was the most preferred source of news and information but especially in Austin where 44% of the respondents relied on it compared to 35% in San Antonio. A close second in San Antonio was radio with 33% compared to 24% in Austin, the least preferred media in the latter city. Newspapers were least preferred in San Antonio with a 24% response and slightly more preferred in Austin with a 28% response. The field survey respondents showed similar differences when compared to the telephone survey respondents. Television was preferred for news and information by 44% of the respondents in the field survey, especially by those in Austin who chose it with a response of 52%, as compared to the telephone survey respondents who preferred it with a response of 36%. Newspapers were least preferred by the field survey

respondents (18%) compared to the telephone survey respondents who ranked them as their second most important news source (29%). Radio was the least preferred media by the telephone respondents (27%) when compared to the field survey respondents (35%). Eight percent (a relatively large percentage) of the telephone survey respondents said friends and family, etc. were their primary source of news and information compared to 3% in the field survey.

News viewership, listenership and readership. The field survey respondents were further asked to respond more specifically to news habits and usage of television, radio and newspaper. Of the 508 field survey respondents, 85% said they watched the 6:00 p.m. news on television (Table 6. D.) with approximately the same percentages responding affirmatively in each of the two cities. When asked which news they watched at 6:00 p.m. (Table 6. E.), local, national or both; 66% said both, 16% said local only and 3% said national news only. Respondents from both cities answered approximately the same. The 10:00 p.m. news viewership on television (Table 6. F.) was 77% for the total field survey respondents. The San Antonio respondents mentioned it significantly more often (82%) than the Austin respondents (73%).

Radio news listenership was 83% for the total sample (Table 6. G.). It was higher in San Antonio, where 87% of the respondents chose it, than in Austin, where 79% chose

it. The frequency of radio listenership (Table 6. H.) was predominantly more than once a day; 50% mentioned they listened to radio news more than once a day, 22% listened occasionally and 14% listened only once a day. San Antonio respondents listened to the radio news more frequently (54%) than the Austin respondents (45%). The reader will recall that the San Antonio respondents have abundant Spanish-language radio programming available compared to the Austin respondents.

All respondents in both surveys were asked which newspapers they read or if they read them at all. Only the "read" or "don't read" responses are reported here. Sixty-six percent of the total respondents said they read at least one of the newspapers available in their city and 34% said they did not read any newspapers. Newspaper readership was higher in Austin (70%) than in San Antonio (62%). Several weekly newspapers in each city were available that were at least partially written in Spanish.

CHAPTER FOUR

BASIC CROSS-TABULATIONS

Introduction

Cross-tabulations, basically, are frequency distributions across two variables. The chi square statistic allows us to determine the probability that these distributions lack independence of each other. That is, for example, a statistically significant chi square of the cross-tabulation of age and television ownership would indicate that such ownership varies according to a person's age. In this section, cross-tabulations of demographic variables and selected media variables in the data base are described. They are ordered according to the demographic variable used in each analysis; socio-economic status, language of interview, ethnic label, sex and age. The same order is used for the cross-tabulation tables which are included in Appendix C.

The above mentioned demographic variables were cross-tabulated with media variables edited from variables common to all 1599 cases in both the telephone and field surveys. Socio-economic status and language proved to be the most related to various media variables (Table 7, Appendix C). Ethnic label, sex and age were significant for only a few variables but these were valuable in defining the

audiences for different types of programming. Some cross-tabulations of variables in only one survey are also reported because of their usefulness in understanding the Mexican-American audiences. Chi squares were not computed for them since these variables were not edited; therefore, their statistical significance is not known.

Media variables common to both surveys were included for cross-tabulation analysis if they had at least ten percent response in either of the two surveys. For a more detailed explanation of the cross-tabulation procedure, editing and definitions used in this chapter, see Chapter 2. The final list of media variables included for cross-tabulations follows: favorite types of radio stations, television set ownership, UHF ownership, eight types of favorite television programs (Spanish programs, movies, soap operas, detective, musical variety, and comedy variety programs, situation comedies and dramas), six problems of the Mexican-American community (employment, education, discrimination, lack of unity/communication, poverty and the responses "no problems" or "don't know"), five types of desired television programs (Spanish/Mexican programs, movies, education, music and comedy variety), six types of desired information (news in general, local news, national news, international news, political information and drug information), language preference of this information, Public Broadcasting Service

The socio-economic status (SES) index is a measure of the educational, occupational and residence disparity within the Mexican-American community. It was computed from a Hollingshead three factor index of social status (Hollingshead, 1958) using education, occupation and residence. They were weighted in the following manner:

$$SES = (5 \times \text{education}) + (9 \times \text{occupation}) + (6 \times \text{residence})$$

Each factor was assigned certain values in a numerical order to be used in the mathematical formula. A description of the values assigned to each index follows:

Education Index

- 1 = post graduate
- 2 = college graduate
- 3 = some college and 2 years of college
- 4 = high school graduate
- 5 = completed grades 9-11
- 6 = completed grades 5-8
- 7 = completed grade four or less and no formal education

Occupation Index

- 1 = none
- 2 = professional and managerial worker
- 3 = student
- 4 = clerical
- 5 = craftsman, foreman, salesman, and military person

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"Mexican-American" responses were closer to the overall norm. Musical variety programs were mentioned as favorites by 21% of all the respondents. They were least preferred by "Mexicanos" (17%) and "Americans" (17%) and most preferred by "Mexican-Americans" (27%). "Chicanos" were close to the overall response with 20%. Comedy variety programs had a 19% overall response. "Mexicanos" least preferred them (13%) compared to "Mexican-Americans" who most preferred them (24%). "Chicanos" (20%) and "Americans" (18%) were not as likely to have a strong preference either way. Situation comedy programs, with 18% of all the responses, were least preferred by "Mexicanos" (13%) and most preferred by "Chicanos" (23%). "Mexican-Americans" (22%) and "Americans" (20%) fell between these two extremes.

Of the "Mexicano" respondents only soap operas (50%) and Spanish or Mexican programs were most preferred, while

multiplied by the weight assigned to each category in the SES formula. For example, the SES level for a high school graduate working as a craftsman and living in a barrio would be computed as follows: 4 = high school graduate, 5 = craftsman, and 4 = barrio residence; therefore,

$$SES = (5 \times 4) + (9 \times 5) + (6 \times 4) = 89.$$

The number itself is meaningless until it is compared to the SES levels of all other respondents. For the present cross-tabulation analysis, the scores were divided into the highest level with 24% of the cases (Q1), the next highest with 25% (Q2), the third highest with 17% (Q3) and the lowest SES level had 34% of the cases (Q4). The latter two divisions were not divided as equally because the ordering of the scores did not lend itself to that division. One score in the lowest level had an exceptionally high percentage which increased the total percentage for that level to 34%.

Socio-economic status correlated significantly with the other demographic variables (Table 8. A-E.). High SES respondents were more likely to speak English during the

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their favorite programs, while the "American" respondents only occasionally had strong preferences. "Mexican-American" respondents were more often between the other respondents in their program preferences. Ethnic label was significant in all cross-tabulations with favorite types of television programs.

Ethnic label cross-tabulations with community problems were significant with only two variables, education and the responses "no problems" or "don't know." Cross-tabulations with the problems of employment, discrimination, lack of unity and communication, and poverty were not significant (Table 7). Education, with a 12% response from the total sample, was least mentioned by the respondents who preferred to call themselves "Mexicano" (9%) and most preferred by those respondents that preferred the term "Chicano" (17%) (Table 10. H.). "Americans" (15%) and "Mexican-Americans"

interview, called themselves either "Mexican-American," "Chicano" or "American," but not "Mexican." They were slightly more often female, under 30 years old and were more likely to have lived in their respective city less than eight years. Lower SES respondents spoke Spanish during the interview, preferred the term "Mexicano" or "Mexican," were female, 35 years of age or older and had lived in the same city over eight years.

Cross-tabulations of socio-economic status by the media variables (Table 8. F-H.) indicated that respondents in the higher half of the SES scale preferred English-language radio stations, were more likely to own a color television set as opposed to a black and white set (although television ownership as a whole was nearly universal at 97%), and they were more likely to watch the UHF television stations.

The favorite types of television programs watched by higher SES respondents (Table 8. I.) were movies, detective programs, musical variety, comedy variety, and situation comedy programs, and dramas. They did not prefer Spanish programs or soap operas. High SES respondents were more likely to indicate specific problems in the Mexican-American community rather than respond "no problems" or "don't know" (Table 8. J.). They were more likely to indicate education, lack of unity and communication and discrimination as problems than the lower SES respondents. SES did not significantly

cross-tabulate with employment and poverty as problems (Table 7). Higher SES respondents desired educational television programs and comedy variety programs slightly more than the lower SES respondents who strongly preferred Spanish or Mexican television programs (Table 8. K.). SES did not cross-tabulate significantly to movies or music as desired types of television programming (Table 7). High SES respondents also preferred international news, political information and information about drugs, but least desired news in general and local news (Table 8. L.). SES did not significantly cross-tabulate with national news as a desired type of news and information (Table 7).

The language preferred for news and information by the higher SES respondents was English and then bilingual while the low SES respondents preferred Spanish (Table 8. M.). High SES respondents were more likely to have viewed the Public Broadcasting Service channel during the month prior to the survey (Table 8. N.) and also to have viewed Sesame Street during the same time period on PBS (Table 8. O.). SES did not significantly cross-tabulate to the viewership of the PBS program Carrascolendas (Table 7). Other programs on PBS as well as other media variables were dropped in the editing process and therefore, were not included in the cross-tabulation analysis.

Language of Interview

After the interview was completed, the interviewer recorded the language used by the respondent during the interview--Spanish, bilingual or English. A total of 38% of the respondents spoke Spanish, 29% spoke English and 33% answered bilingually. The language of the interview variable cross-tabulated significantly with all the demographic variables and most of the media variables (Table 9, Appendix C).

English-speaking respondents were from the higher socio-economic quartiles, called themselves "Mexican-American" and were female. They were usually below age 30 and were likely to have lived in the same city more than eight years, although compared to other respondents they had the highest percentage for living in the same city for less than eight years; 20% compared to 12% for bilinguals and 11% for Spanish speakers (Table 9. E.). Spanish speakers were from the lowest socio-economic quartile, called themselves "Mexican," were usually female, over 34 years old and more likely to have lived in the same city over eight years. The bilingual speakers fell between the English and Spanish speakers demographically. They were distributed over all the socio-economic quartiles, preferred the term "Mexican-American" and were more likely to be female. Their age was primarily between 30 and 44, although they might often be as young as sixteen or in the 50 to 64 age group. Bilingual speakers were most likely to

have lived in the same city for more than eight years.

English speakers preferred English-language radio stations while the Spanish speakers preferred Spanish stations and the bilingual speakers preferred to listen to both the Spanish and English radio stations (Table 9. F.).

The following data on radio usage was collected only in the telephone survey and was not checked against a chi square test of significance. It is, however, useful in understanding the significant differences among the different language speakers indicated above. Although radio ownership was 97% for all the telephone respondents, the percentage of English speakers having radios was slightly higher (99%) than the Spanish speakers (95%) (Table 13. A., Appendix D). AM-only radio ownership was highest among Spanish speakers (30%) and lowest among English speakers (13%) but both AM and FM radio ownership was highest among English speakers (83%) and lowest among Spanish speakers (74%) (Table 13. B.). Radio listenership in hours per day was highest for Spanish speakers and lowest for English speakers (Table 13. C.). Radio listenership was highest in the 6:00 to 10:00 a.m. time period for all the sample (65%) and lowest from 3:00 to 7:00 p.m. (28%). The Spanish speakers had a higher listenership than the other speakers (Table 13. D.) during the 3:00 to 7:00 p.m. time period. The remaining data was found to be significant.

Television set ownership was 97% for all the respondents.

If the respondent spoke Spanish during the interview, he tended to have a black and white television set (65%) rather than a color set (30%). If he spoke English, there was little difference in the type of set he owned; the percentage of color sets was 50% and black and white sets, 45% for English speakers. However, the English speakers had the highest percentage of color television ownership (50%) compared to the bilinguals (45%) or the Spanish speakers (30%) (Table 9. G.).

UHF ownership was 88% overall, 86% for Spanish speakers, 90% for bilinguals and 90% for English speakers (Table 9. H.).

The following data were collected only in the telephone survey and was not tested for significance. The English speakers tended to watch television less than the Spanish or bilingual speakers (Table 13. E.). The English speakers watch more television in the evenings compared to the bilinguals, who watch at all times of the day, or the Spanish speakers, who watch more in the afternoons than the other respondents (Table 13. F, G, and H.).

Favorite television programs preferred by the different respondents according to language used in the interviews are reported in Table 9. I., Appendix C. Since the cross-tabulations to each type of program are independent from those of any other response, each variable will be discussed individually. Only the affirmative responses are reported. Spanish

The community problems significantly cross-tabulated with language of the interview were employment, education, lack of unity and communication, and the response "no problems" or "don't know." Cross-tabulations were not significant for discrimination or for poverty (Table 7). Employment was mentioned as a problem by 7% of all the 1599 cases. The bilingual speakers mentioned it slightly more often (9%) than the English speakers (6%) or the Spanish speakers (5%) (Table 9. J.). Education was the most often mentioned problem by all respondents (13%). It was indicated more by the English speakers (16%) and the bilinguals (15%) than the Spanish speakers (8%). Lack of unity and communication as a problem had a 6% response from all respondents, 9% by those respondents answering the interview in English, 7% by the bilingual respondents and 4% by the Spanish speakers. The response "no problems" or "don't know," given by 38% of all the respondents, was most often given by Spanish-speaking respondents (47%). Thirty-four percent of the English speakers said "don't know" and 30% of the bilingual speakers gave the same response.

Of the desired types of television programs cross-tabulated with the language of the interview, only Spanish and Mexican programs and educational programs were statistically significant. Movies, music and comedy variety programs were not significant (Table 7). Spanish and Mexican programs,

desired by 22% of all the respondents, were most desired by the Spanish speakers (32%) and least desired by the English speakers (10%) (Table 9. K.). Nineteen percent of the bilingual speakers desired them. Educational programs, desired by 8% overall, were slightly more desired by English speakers (10%) and bilinguals (9%) rather than by the Spanish speakers (6%).

Desired types of news and information cross-tabulated significantly with news in general, national news, and drug information, but not with local news, international news or political news (Table 7). News in general, with a 20% overall response, was least mentioned by English speakers (13%) (Table 9. L.). It was slightly more frequently mentioned by bilinguals (22%) and Spanish speakers (23%). National news had a 7% response by all the respondents, 5% of the Spanish speakers, 9% of the bilinguals and 8% of the English speakers. Drug information was desired by 6% of all respondents, more by the English-speaking respondents (9%) and less by the Spanish-speaking respondents (3%).

Respondents were asked in what language they preferred the desired news and information to be broadcast. The Spanish speakers preferred Spanish, the bilingual speakers preferred bilingual and the English speakers preferred English (Table 9. M.).

Public television viewership, with a response of 25% of

the total sample, was viewed most by the English speakers (29%), then by the bilinguals (28%) and least by Spanish speakers (19%) (Table 9. N.). Of the two PBS programs, Sesame Street cross-tabulated significantly with the language of interview. Four percent of the total sample watched it, with 6% of the English speakers, 5% of the bilinguals and 3% of the Spanish speakers viewing it. Language of interview cross-tabulations with Carrascolendas, the only other PBS program analyzed, were not significant.

Ethnic Label

Four ethnic labels used most often by the survey respondents to refer to themselves were cross-tabulated with selected media variables. Of the 1322 respondents who mentioned one of the four terms, 43% said "Mexicano" or "Mexican," 40% said "Mexican-American," 6% said "Chicano" and 11% used the term "American."⁶

⁶It should be pointed out that although the terms "Mexicano" and "Mexican" were grouped together, they do not necessarily mean the same thing to many members of this ethnic group. While the Spanish term "Mexicano" may be associated with feelings of pride, heritage and country of origin, the same is not necessarily true of the term "Mexican." Often negative feelings of racism, second-class citizenship, lack of pride and low intelligence are associated with the English term "Mexican." These differences in attitudes about the same term in different languages stem from their use by members and non-members of the Mexican-American ethnic group. The Spanish version has probably been used more frequently by members of this group to refer to themselves whereas the English version has probably been used more frequently by non-members in reference to the individuals of the group.

The importance in examining the various self-reference terms does not lie in obtaining frequency counts for each term. Because such terms are emotionally charged and often politically flowered, it is more important to understand what habits and attitudes are associated with each label. The significant cross-tabulation analysis between ethnic label and media variables are discussed as follows. All results can be found in Table 10, Appendix C.

Ethnic label cross-tabulated significantly with socio-economic status, sex, age and language of interview but not with length of residence in the same city (Table 7). Those respondents referring to themselves as "Mexicano" or "Mexican" were from the lowest socio-economic level, predominantly female, over 34 years of age and spoke Spanish during the interview (Table 10. A-D.). The respondents preferring the term "Mexican-American" were from all socio-economic levels, but were slightly more often from the higher levels. They were usually female, from all age groups and answered the interview bilingually. The respondents preferring to be called "Chicano" were from the highest socio-economic quartile, predominantly male, below age 25 and spoke English during the interview. The respondents choosing the term "American" were from all socio-economic levels, perhaps slightly more from the lowest level; they were slightly more likely to be female. They were primarily from ages 50 to 64

or 35 to 44 and spoke English during the interview.

The "Mexicano" respondents preferred Spanish-language radio stations and were more likely to have a black and white television rather than a color set (Table 10. E-F.). The "Mexican-American" respondents preferred the English-language radio stations and were slightly more likely to have a black and white television although the differences in color or black and white television ownership among Mexican-Americans were not that great. Those respondents referring to themselves as "Chicanos" preferred English-language radio stations and were more likely to have a black and white television. The "American" respondents preferred English-language radio stations and were more likely to have a black and white television set. UHF ownership was not significantly cross-tabulated to ethnic label (Table 7).

In comparing the four types of respondents to each other we see that those who called themselves "Chicano" were the least likely to listen to Spanish radio stations and the most likely to listen to the English or the Spanish and English-language radio stations. The "Mexicanos" were the most likely to listen to the Spanish-language radio stations and the least likely to listen to the English-language stations (Table 10. E.). Television ownership was nearly universal (97%); the largest differences in color or black and white television ownership were among the "Mexicanos" and the

"Chicanos." Both types of respondents were least likely to have a color television and most likely to have a black and white set (Table 10. F.).

The remainder of the responses to favorite television programs, community problems, desired programming and desired news and information are independent of each other; therefore, they will be discussed individually.

When asked to indicate their favorite television programs, most respondents mentioned soap operas (40%) and Spanish or Mexican programs (32%) followed by various other types of programs mentioned to a lesser degree (Table 10. G.). The Spanish or Mexican programs were mentioned most often by the "Mexicano" respondents (43%) as opposed to the "Chicano" respondents who mentioned them the least (6%). "Mexican-American" and "American" responses (25% each) fell between "Mexicano" and "Chicano" responses. Movies, mentioned by 25% of all respondents, were most preferred by "Chicanos" (37%) and least preferred by "Mexicanos" (18%). They were also slightly preferred by "Mexican-American" respondents (31%). The soap operas, 40% overall, were most preferred by "Mexicanos" (50%) and least preferred by "Chicanos" (18%) while the "Mexican-American" and "American" responses were in between (35% and 34% respectively). Detective programs, with a 22% response overall, were least preferred by "Mexicanos" (17%) and most preferred by "Chicanos" (35%). "American" responses (26%) and

label for three types of programs--Spanish or Mexican programs, educational programs and comedy variety programs (Table 7). Movies and music program cross-tabulations were not statistically significant. Spanish or Mexican programs, desired by 23% of all respondents, were most often mentioned by "Chicano" (30%) and "Mexicano" (28%) respondents (Table 10. I.). These programs were least desired by "American" (15%) and "Mexican-American" (18%) respondents. Educational programs, with an 8% overall response, were least desired by "Chicano" respondents and most desired by "American" (13%) respondents. "Mexicano" (7%) and "Mexican-American" (8%) respondents were closer to the overall average. Comedy variety programs had an 8% response from all of the sample. They were most desired by "American" respondents (14%). The preference for this type of programming was not very different from the overall percentage among the "Mexican-American" (9%), "Mexicano" (7%) or the "Chicano" (6%) respondents.

There was not always a correlation between desired programming (Table 10. I.) and favorite programming (Table 10. G.) responses. "Chicanos" said they desired Spanish or Mexican programs (30%) far more than other types of programs (Table 10. I.). However, when asked which types of programs they watched, "Chicanos" mentioned Spanish or Mexican programs least (6%) of any other type of program (Table 10. G.). The "American" respondents slightly desired Spanish or

Mexican programs (15%) more than other types of programs (Table 10. I.), however, these programs were statistically neither the most nor the least favorite types of programs (Table 10. G.). The same was true for the "Mexican-American" respondents. The "Mexicano" respondents were more consistent in the types of programs they desired and those they said were their favorites. They mentioned Spanish/Mexican programs most often in both cases.

Desired types of news and information cross-tabulated significantly with ethnic label for news in general, local news, national news and drug information but not for international news nor political news (Table 7). News in general, preferred by 20% of all respondents, was most often mentioned by "Mexicano" (24%) and "American" (23%) respondents and least mentioned by "Mexican-American" and "Chicano" respondents (16% each) (Table 10. J.). Local news, 22% overall, was most often desired by "Chicano" respondents (29%) and least desired by "American" respondents (18%). The "Mexicano" (20%) and "Mexican-American" (25%) responses were more consistent with the overall response. National news, with a 7% response overall, was most often mentioned by "Mexican-Americans" and "Americans" (9% each) and least often by the "Mexicanos" (5%), although the difference in response was not very great. "Chicano" (7%) responses to national news were consistent with the total sample. Drug

information, with a 6% overall response was most preferred by "Chicano" respondents (13%) and least mentioned by "Mexicano" respondents (3%). The "American" (5%) and "Mexican-American" (8%) responses were only slightly different from the overall percentage.

Respondents were asked to indicate in what language they preferred the desired news and information. The "Mexicano" respondents preferred Spanish (50%), while bilingual was preferred by the "Mexican-Americans" (42%) and "Chicanos" (44%), and English by the "American" respondents (46%) (Table 10. K.). These responses were comparable to the language spoken by the respondents during the interview, except in the case of the "Chicano" respondents. They frequently spoke English (50%) during the interview rather than the other languages but preferred desired news and information bilingually (44%) (Table 10. D. and K.).

Ethnic label was not significant when cross-tabulated with PBS viewership or programs viewed on PBS (Table 7).

Sex of Respondents

Sex of the respondent was cross-tabulated with selected media questions. This analysis is especially important for the present study since the sample consisted of 69% females and 31% males. Whereas frequency counts for the total sample were heavily influenced by the large number of female respondents, cross-tabulation analysis permits examination of

the responses separately for each sex. The significant cross-tabulation analysis is reported in Table 11, Appendix C.

Sex of the respondent cross-tabulated significantly with socio-economic status, ethnic label, language of interview and length of residence in the same city, but not with age (Table 7). The male respondents were from the higher socio-economic levels, more often called themselves "Mexican-American," answered the survey bilingually and had lived in the same city over eight years (Table 11. A-D.). The female respondents tended to be from the lower socio-economic levels, called themselves "Mexican" or "Mexicano," spoke Spanish during the interview and had lived in the same city over eight years.

The male respondents preferred the English-language radio stations while the female respondents preferred the Spanish-language radio stations (Table 11. E.).

Both the male and female respondents tended to have black and white televisions over color sets but males were most likely to have color sets. Television set ownership was 97% for the total sample, 41% color and 56% black and white (Table 11. F.). UHF ownership was not significant with sex of the respondent (Table 7).

The response variables pertaining to favorite programs, community problems, desired programming and desired news

and information are independent from each other, therefore, they will be discussed individually as follows.

Sex cross-tabulated significantly with four types of favorite television programs, Mexican or Spanish programs, movies, soap operas and detective programs. It did not cross-tabulate significantly with musical variety programs, comedy variety programs, situation comedies or dramas (Table 7). Spanish or Mexican programs, with a 31% response overall, were preferred more by female respondents (35%) than by male respondents (22%) (Table 11. G.). Movies, preferred by 25% overall, were preferred more often by males (29%) while the female responses (23%) were more similar to the overall response. Soap operas, with a 40% response overall, were preferred more by females (49%) than males (20%) (Table 11. G.) and detective programs, with 22% of the total response, were preferred more by the males (27%) than by the females (20%).

Of the community problems, only education, lack of unity and communication, and the responses "no problems" or "don't know" significantly cross-tabulated with sex. The problems of employment, discrimination and poverty were not cross-tabulated significantly (Table 7). The male respondents more often mentioned education as a community problem (17%) than did female respondents (11%) whose responses were comparable to the overall response (13%) (Table 11. H.). Lack

of unity and communication, with a 6% overall response, was mentioned more by male respondents (10%) than by females (5%). The responses "no problems" or "don't know", with a 38% overall response, were mentioned more often by females (41%) than by males (31%).

Desired types of programming did not cross-tabulate significantly with sex using any variable.

Desired types of news and information cross-tabulated significantly with sex for the variables international news, political information and drug information. There were no significant cross-tabulations for news in general, local news and national news (Table 7). International news, with an 8% overall response, was preferred slightly more by male respondents (10%) than by females (7%) (Table 11. I.). Political information, with a 5% response from the total sample, was preferred slightly more by males (7%) than by female respondents (4%). Drug information, with a 6% overall response, was slightly more often preferred by females (7%) than by males (4%).

Respondents were asked to indicate what language they preferred for the desired news and information. Male respondents were divided between bilingual and English (each with a 37% response) (Table 11. J.). Female respondents preferred the news and information bilingually.

Public Broadcasting Service viewership cross-tabulated

significantly with sex. Viewership was 25% overall, 30% for males and 22% for females (Table 11. K.). Of the programs seen on PBS during the month prior to the interview, the Carrascolendas cross-tabulation was statistically significant while Sesame Street was not. Carrascolendas, with a 3% overall response, was preferred slightly more by females (4%) than males (<1%) (Table 11. L.).

Age of Respondent

Different age groups generally have different interests and preferences. Cross-tabulations between age and selected media questions indicate the various media habits and attitudes preferred by different age levels.

Age cross-tabulated significantly with socio-economic status, ethnic label, language of interview and length of residence in the same city. It was not significantly cross-tabulated with sex (Table 7). The respondents below age 25 were from the highest socio-economic status level; those from 25 to 34 years of age were from the next highest socio-economic quartile while the respondents 35 years of age and older represented the lowest socio-economic levels (Table 12. A.). The respondents below age 30 preferred to refer to themselves as "Mexican-American" rather than any other ethnic term, while the respondents thirty years old and over preferred "Mexicano" (Table 12. B.).

For those respondents below age 30, the language used

during the interview was English. The 30-34 age group preferred to answer bilingually while the 35 and over respondents preferred to speak Spanish (Table 12. C.). All age levels indicated that the length of residence in the same city was more than eight years. However, the respondents over 44 years of age were the most likely to have lived in the same city over eight years while the respondents age 21 through 29 inclusive were the least likely to have lived in the same city over eight years (Table 12. D.).

The respondents below age 30 preferred to listen to Spanish-language radio stations; those from age 30-44 preferred both Spanish and English-language radio stations while the respondents 44 years of age and older listened to the Spanish-language radio stations (Table 12. E.).

The following cross-tabulations were performed without the chi square test of significance. They are reported here because it is felt that they will help in interpreting the significant data. Older respondents over the age of 50 were the least likely to own a radio (less than 93%) while all other respondents had 97% to 100% radio ownership (Table 14. A., Appendix D).. The oldest respondents over 44 years of age listened to the radio more hours per day than the other respondents, including the 16 to 20 year olds (Table 14. B.). The respondents over the age of 30 listened to the radio primarily during the 6:00 to 10:00 a.m. time period while those

respondents from ages 21 to 24 listened most during the 7:00 to 12:00 a.m. time period and the 16 to 20 year olds listened most from 3:00 p.m. to midnight (Table 14. C.).

Television set ownership was 97% for the total sample; for the respondents from ages 30-44, it was 99%. Those respondents 65 years of age and over were the least likely to have a television of any kind (93%). All ages tended to have black and white televisions slightly more often than color sets except for those respondents 30-34 years old of whom 54% had color sets and 45% had black and white sets. The respondents over age 64 were the least likely to have a color television (17%) (Table 12. F.). UHF ownership did not cross-tabulate significantly with age (Table 7).

The responses pertaining to favorite programs, community problems, desired programs and desired news and information were indicated by "yes" or "no" answers and were analyzed independently; therefore they will be discussed individually as follows.

All the favorite television programs cross-tabulated significantly with age (Table 7). Spanish or Mexican programs, with a 31% response from the total sample, increased in preference as age increased. The tabulations to these and the following variables are found in Table 12. G., Appendix C. The respondents 35 years of age and older preferred these programs more than the under 30 respondents. Movies,

with a 25% response overall, decreased in preference as age increased. The respondents under age 35 preferred them more than the older respondents. Soap operas, a favorite of 40% of all the respondents, increased in viewership as age increased. The respondents age 35 and older mentioned them as their favorite programs more often than the under age 35 respondents. Detective programs, preferred by 22% of all respondents, were mentioned as favorite programs more often by the respondents under age 45, especially by the 25 to 29 age group (35%). Musical variety programs, with a 21% overall response, decreased as favorite programs as age increased, except among the respondents age 30 to 34 (30%) who, along with the respondents age 16 to 20 (33%) and 21 to 24 (26%) preferred musical varieties more than other age groups. Comedy variety programs had a 19% preference in the total sample. They were preferred most by the respondents under age 35. Preference dropped steadily as age increased past the age of 35. Situation comedies decreased in preference as age increased. The respondents under age 25 preferred them more than the remaining respondents. Drama programs decreased in preference as age increased. The respondents under age 35 preferred them more than the older respondents.

Of the community problems cross-tabulated with age, only education, lack of unity and communication and the response "no problems" were significant. Employment,

discrimination, and poverty were not significantly cross-tabulated with age (Table 7). Education, as a problem of the Spanish-speaking community, was mentioned more frequently by the respondents age 21 to 29, and only slightly by the respondents age 50 and over. The respondents age 30 to 34 were the least likely to mention education as a problem (Table 12. H.). Lack of unity and communication, mentioned by 6% of all the respondents, was most often mentioned by the youngest respondents, age 16 to 20 (9%), and the respondents age 30 to 34 (10%). The responses "no problems" or "don't know," mentioned by 38% of all respondents, were most frequently given by older respondents over the age of 44.

Only two types of desired television programming were significantly cross-tabulated with age, Spanish or Mexican programs and comedy variety programs. Movies, educational programs and music programs were not significant to age (Table 7). Spanish or Mexican programs were most preferred by the older respondents over the age of 50 (Table 12. I.). They were least desired by the youngest respondents, ages 16 to 20. Comedy variety programs, desired by 8% of the total sample, were most often mentioned by those respondents ages 16 to 20 and 30 to 34. They were least preferred by the older respondents over 44 years of age.

Generally speaking, the younger respondents preferred movies, detective programs, situation comedies and dramas.

The older respondents preferred Spanish or Mexican programs and soap operas. Musical variety programs and comedy variety programs were preferred by respondents ages 16 to 20 and 30 to 34 (Table 12. G. and I.).

Desired types of news and information cross-tabulated significantly with age for news in general, local news, and drug information. National news, international news and political information were not significant to age (Table 7). News in general, mentioned by 20% of all respondents, tended to be mentioned by the respondents age 35 and over but not by respondents under the age of 35 (Table 12. J.). Local news and information, with a 22% response of the total sample, was mentioned most often by respondents ages 30 to 34 and 65 and over. The 16 to 20 year old respondents desired local news least, while all other respondents mentioned it about as often as the total sample. Drug information was mentioned by 6% of the total sample and was desired more by the respondents ages 16 to 20 than by other respondents. It was least desired by the older respondents, age 44 and older.

The language preference for desired news and information was significantly cross-tabulated with age (Table 7). Respondents below age 35 preferred news and information in English; the 35-44 year old respondents preferred them bilingually, and respondents 45 years of age and over preferred it in Spanish (Table 12. K.).

Viewership of public broadcasting television during the month prior to the interview, with a 25% viewership for the total sample, was greatest for respondents ages 21 to 34 and was least for the respondents 65 years old and over. Sesame Street viewership on PBS during the same time period, with a 4% overall response, was greatest for respondents between the ages of 24 and 45, especially for the 30 to 34 age group. Carrascolendas viewership was not significantly cross-tabulated with age.

CHAPTER FIVE

INTERPRETATIONS

Mexican-Americans are a heterogenous group whose media needs and preferences cannot be generalized into a few simple variables. There are probably more differences among Mexican-Americans according to socio-economic status, language preference and age than between Mexican-Americans and Anglo-Americans of the same socio-economic status and age.

Summary

The major differences in media habits and preferences were found according to different socio-economic status levels (SES) and the language used in the interview situation. Age, ethnic reference label and sex were interrelated with SES and language.

San Antonio, the larger of the two cities, with a population of 864,014 is approximately 50% Mexican-American, while Austin with a population of 295,516 is approximately 30 to 40% Mexican-American.⁷ The sample of 1599 respondents from both surveys included persons of all ages; the mean age

⁷The estimate of percentages of Mexican-Americans was not based on census data since Mexican-American population information per city is not available at this time. The total city populations are from 1970 United States Census, General Social and Economic Characteristics, Texas.

was 38.6 years old. All education levels were represented in the sample, especially those grades below the high school level; the education mean was 8.1 years of schooling.

Most of the respondents were women but the only responses where sex made a statistically significant difference dealt with the favorite types of television programming and a few other variables scattered throughout the survey. Women mentioned as their favorite television programs "Spanish or Mexican" programs and novelas (soap operas), whereas men preferred movies and detective programs. Women responded "don't know" when asked about community problems and men mentioned education and lack of unity and communication. International news and political information was preferred by men and drug information by women.

Female respondents preferred the term "Mexicana" or "Mexican," spoke Spanish during the interview and were more likely to have lived in the same city more than eight years compared to male respondents. Men tended to give a greater variety of responses to most questions, and answered just as frequently in Spanish as in English or bilingually. A greater percentage of men preferred the ethnic labels "Mexican-American," "American" or "Chicano;" they also had high percentages of responses for most of the media variables compared to the female respondents who tended to mention only one or two general responses.

Most respondents were housewives; there were also a large number of students and service workers. The preferred self-reference ethnic labels were "Mexicano" or "Mexican" and "Mexican-American." The terms "American" and "Chicano" were mentioned to a much lesser extent but still more frequently than other terms such as "Latin" and "Spanish" which had been expected to have high percentages of response. The language preferred during the interview was Spanish or bilingual (including dialect variations such as Tex-Mex, Pocho, etc.), and not English. The majority of the respondents had lived in the same city over eight years and over half lived in areas defined as barrios.

Differences in television and radio programming in each city influenced the responses from subjects in each sample. San Antonio had an all Spanish-language independent television station televising from 4:00 p.m. to midnight on weekdays and from 2:00 p.m. to midnight on weekends. Austin respondents did not have Spanish-language television programming available unless they received the San Antonio station through cable television. Only about one-third of the Austin sample had cable television.

Spanish-language radio programming was available in San Antonio through three all Spanish-language AM radio stations, broadcasting more than an estimated 300 hours per week. The Spanish-language radio programming available in Austin was

broadcast daily on two local FM stations in the morning and on three additional AM stations from surrounding cities in the afternoons. A total of approximately 38 hours of Spanish-language radio programming per week was available in Austin.

Public radio is available only in Austin and not in San Antonio. Public television is broadcast to both cities, 75 miles apart, through one VHF channel with the transmitting antenna located between the two cities. Programming originates from studios located in each city but broadcast by the same station using one set of call letters.

Another factor influencing the responses from the two cities is the University of Texas in Austin. Respondents there were considerably more transient than those in San Antonio, as was indicated by the large number of respondents whose residence in Austin had been four years or less. There were more students, college graduates, and post-graduate students in the Austin sample than in the San Antonio sample and more of the Austin respondents preferred to speak English, whereas the San Antonio respondents preferred Spanish.

Ninety-one percent of all the respondents had radios; Austin respondents had a much higher percentage of radio ownership than the San Antonio respondents. They were also much more likely to have an FM radio, which was to be expected since the majority of their Spanish-language radio programming

was on FM stations. Radio listenership was usually less than four hours daily in Austin where the local Spanish radio programs broadcast for four hours every morning, and it was over four hours daily for half the respondents in San Antonio where Spanish radio stations broadcast all day. Listenership was greatest before 10:00 a.m. in both cities and responses to favorite types of music varied more among the San Antonio respondents than among Austin respondents.

Television ownership was nearly universal at 97% and UHF ownership was 84%; it was slightly higher in San Antonio than in Austin. Cable television ownership was 36% in Austin and was not available in San Antonio. The public broadcasting television station was viewed by 25% of all respondents. It was seen more than twice as often in Austin than in San Antonio. San Antonio respondents mentioned more reception problems with the public broadcasting channel than the Austin respondents. This is probably one factor for the lower viewership in San Antonio. The favorite programs on the Public Broadcasting Service channel, of those programs listed as choices, were Sesame Street and Carrascolendas.

Overall, television viewership was slightly greater in San Antonio, averaging 4.7 hours per day per respondent, than in Austin where viewership averaged 3.9 hours per day per respondent. Evenings and afternoons were the heaviest television viewing times in both cities.

For the total sample, the favorite types of programs most often mentioned were novelas (soap operas), Spanish or Mexican programs, movies and musical variety programs. The most desired types of programs for future programming were Spanish or Mexican programs, movies, musicals, soap operas and educational programs—differences in responses for male and female respondents were noted earlier. It is interesting that public affairs programs and documentaries, educational programs, specials, children's programs and talk shows were the least watched. The programs least desired as future programming were news programs, cooking, nature, crime-violence programs and cultural programs. "Bilingual programs" and "programs with Mexican-Americans" were not frequently mentioned as desired programs by the respondents interviewed in this study. When referring to desired types of news and information the responses most frequently given were "local news" and "news in general." The most frequent response to the question concerning community problems was "no response," followed by education, employment, lack of unity and communication and discrimination.

The largest identifiable group of respondents was from the lower socio-economic status levels; these respondents preferred to speak Spanish, were 50 years of age or older and were mostly female. They preferred the label "Mexicano" or "Mexican" and had lived in the same city for over eight

years. They represented approximately a quarter to a third of the total sample. Their favorite television programs were Spanish or Mexican programs and novelas (soap operas) when available. They desired more Spanish or Mexican programs and general or local news broadcast in Spanish. Their most frequent responses when asked about community problems were "don't know" or "there are no problems." These respondents preferred to listen to Spanish-language radio stations and were more likely to have a black and white television with UHF transmission. They were the least likely to view public broadcasting television. Their main source of information tended to be radio, if it was available in Spanish; otherwise they preferred television.

The higher socio-economic groups, representing one-half to two-thirds of the total sample, tended to speak English during the interview, more equally represented both males and females, were younger and preferred the self-reference terms "Mexican-American," "Chicano" or "American." They listened to English-language radio stations and were only slightly more likely to have a color television. They were the most likely to watch public broadcasting television, especially Sesame Street. When asked about television programs and community problems, they tended to give specific answers rather than general responses such as "don't know," "Spanish programs" or "general information." Within this

group, high socio-economic status and younger age correlated very closely in responses for all variables. Cross-tabulations for the language of the interview indicated that English and bilingual speakers sometimes shared the same types of responses particularly regarding those variables about favorite types of television programs. Detective programs, musical variety and comedy variety programs and situation comedies were all favorites of bilingual and English speakers.

Among the higher socio-economic status respondents, ethnic label proved to be the distinguishing factor. "Chicanos" were the most likely to speak English and were more equally represented by sex. They were generally under 25 years of age and were from the highest socio-economic status level. Those respondents preferring the ethnic label "American" were the most diversified in socio-economic status, age and language of interview. Those preferring the label "Mexican-American" were not distinguished from the other respondents by any outstanding characteristics.

The respondents preferring the term "Chicano" mentioned as their favorite television programs detective programs, situation comedy programs, and dramas. They mentioned education as the most pressing problem of the Spanish-speaking community and joined with the "Mexicano" respondents in indicating a desire for more Mexican or Spanish programming in

the future. They desired local news and drug information, bilingually. The respondents preferring the term "American" had a slight preference for detective programs and dramas as their favorite television programming. They mentioned education as the most important community problem, and desired more comedy variety programs. Also, they preferred national news and information in English. The respondents wishing to be called "Mexican-American" indicated as their favorite television programs musical variety and comedy variety programs and they desired news and information bilingually or in English. Their responses did not differ significantly from those of other respondents for the remainder of the variables.

Some respondents were asked specifically about general Mexican programming on television and about novelas (soap operas). Over three-fourths of the respondents said they watched the Mexican programs on television. When asked what they liked about them, they cited the language of the programming, the Mexican music and all music used as examples. These same respondents were also asked what they thought of novelas. Sixty percent said they liked them, approximately one-third did not answer or said they did not watch them, and 8% said they did not like them. When asked why they liked novelas, the respondents frequently answered that they viewed them because the programs are realistic, they

like the story plots, because of the sentiment and emotion in the programs and because the programs are sad.

Recommendations

The following recommendations are made in regard to the planning of public broadcasting for Mexican-Americans. Communicators, especially the creators of programming, need to develop interpretations of research, rather than to respect it blindly, or worse, to ignore it. The reader should be aware that recommendations reported here are based on what a random sample of respondents said in a bilingual interview situation about their media habits and preferences and not on observed behavior. Their applicability to the larger Mexican-American population should be taken accordingly.

A question asked frequently by television broadcasters involved in programming for Spanish-speaking people, including public broadcasters, is: "What program format will appeal to the greatest number of viewers?" When a program is under consideration on a national level, the decision is frequently made to have it serve all Spanish-speaking people. Whatever the reasoning for this decision, it is incorrect to assume that programming designed for Puerto Ricans or Cubans will also appeal to Mexican-Americans merely because it is in Spanish. The question reflects the broadcasters' concern in attracting a large viewing audience. A better approach for public broadcasting might be to ask:

"What programming will best serve the needs of a particular audience?" Decisions in programming for Mexican-American audiences should be made with the understanding that a variety of programs, not just one type of program are needed to fully serve this ethnic group. If a station wishes to appeal to a majority of the Mexican-American population, then a variety of programs will be needed.

The sophistication of Mexican-American television viewers should not be underestimated. The majority of their television viewing experience has been from the same quality programming available to Anglo-American audiences and from the Spanish-language programming imported from Mexico which uses some of that country's best talent. In many cases the respondent's ability to suggest creative programs to better serve him in future programming is limited to listing those programs which have been available to him in the past. This is more a reflection of the viewer's lack of experience in determining his own programming rather than a lack of discrimination in programming. The present research has shown that audiences are more specific in their desires if they have had a greater variety of programming experience to choose from (San Antonio viewers compared to Austin viewers). Also when programming is given a poor broadcast time or when additional receiving equipment is necessary, the viewers will make an extra effort to watch or hear the programming

that they most prefer. The corollary to this is that programming that does not serve the audience's needs will not have a high viewership even if it is broadcast during prime time.

Perhaps producers in brainstorming sessions searching for programming ideas can use an example from advertisers. They require that the creators in the profession know the market (the audience) most attracted to their product (the type of program). Also, they believe that the medium they are using (in this case, television) should be used for its maximum effect. If increasing viewership is a main concern, then television communicators should use the medium more creatively. They should know the people receiving the programming much better than they presently do. Much more thought and concern from the audience's point of view should go into decisions about the format, host, characters or music in the program. The viewers should be much more involved in determining the programming they will view rather than have a producer make these decisions from his experience without the benefit of their feedback.

This is to suggest that in future programming, better methods of feedback from the audience to the producers be developed. Presently, programming decisions are subjective his-or-miss experiments.

Systematic and regular feedback from the audience to the television station should be established. This would

give the producer a more accurate account of what the viewers think about his decisions and how he can use their suggestions to improve programming. On a long-range basis, audience feedback could be used to improve the use of television in society by identifying how television is used, to what extent viewers see it as a reflection of reality and how much it influences their behavior and decisions. A short-range research goal specifically concerning Mexican-American audiences should be to determine which aspects of novelas, and dramatic and musical programs, so attractive to Mexican-American audiences, can be used to improve these types of television programming.

In order to determine the effects of television and the desired of viewers, media research should become an essential and permanent part of television production. As in advertising, research and production should work together in developing the most effective product out in addition television communicators should be sensitive to the social impact of their medium.

The present analysis and recommendations were done in an effort to make television more relevant and beneficial to Mexican-American audiences. It is hoped that they be used as such.

A P P E N D I X E S

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A P P E N D I X A
FIELD SURVEY AND TELEPHONE SURVEY
QUESTIONNAIRES FOR AUSTIN AND
SAN ANTONIO, TEXAS

Included here are samples of the questionnaires used for the telephone survey and the field survey in Austin and in San Antonio. The telephone survey questions are similar for each city except for differences for a few questions applying to each city individually such as favorite radio station. The same is true for the field survey questions. The majority of the questions in the telephone survey are repeated in the field survey; but, some questions were asked only in one or the other of the surveys.

1 (1)
4 (2)
1 (3)
____ (4)
____ (5)
____ (6)

BUENAS TARDES (NOCHES), SOY (su nombre). ESTOY TRABAJANDO EN UN PROYECTO PARA LA TELEVISIÓN, Y SI ME PERMITE UNOS MINUTOS DE SU TIEMPO, LE QUISIERA HACER UNAS PREGUNTAS SOBRE RADIO Y TELEVISIÓN.

____ (7)

1a. TIENE RADIO? (DO YOU HAVE A RADIO?)

1 = Yes _____ 2 = No _____ (Si no, siga con 2)

____ (8)

1b. ES DE AM, FM, O AMBOS? (IS IT AM, FM OR BOTH?)

1 = AM _____ 2 = FM _____ 3 = Ambos _____

2. CUÁL IS SU ESTACIÓN DE RADIO FAVORITA? (WHAT IS YOUR FAVORITE RADIO STATION?)

____ (9) No tengo favorita _____

____ (10) KOKE _____ (1370)

____ (11) KNOW _____ (1490)

____ (12) KTBC _____ (590)

____ (13) KTAP _____ (970)

____ (14) KVET _____ (1300)

____ (15) WOAI _____ (1200)

____ (16) K TSA _____ (550)

____ (17) KCTN _____ (1530) Georgetown, Marcelo Tafolla -- 1pm daily

____ (18) KWED _____ (1150) Seguin, Rosita Ornelas -- 1pm daily

____ (19) KTAE _____ (1250) Taylor, George Martinez -- 5 - 6:30pm daily

____ (20) KASE-FM _____ (101) Lalo Campos -- 6 - 8am daily

____ (21) KOKE-FM _____ (95.5) José Jaime García -- 6 - 10am daily

____ (22) KMFA-FM _____ (89.5)

____ (23) KTBC-FM _____ (93.7)

____ (24) KRMH-FM _____ (104)

____ (25) KHFI-fm _____ (98.3)

____ (26) KUT-FM _____ (90.7)

____ (27) OTRO: _____

0 (28)

0 (29) 1 = indicated

0 (30) 2 = not indicated

0 (31)

____ (32) Analysis: 1 = no favorites; 2 = Span; 3 = Span & Eng; 4 = Eng; 5 = Eng with Span Programming; 6 = Eng & Eng with Span programming

____ (33)

3. HA ESCUCHADO LA ESTACION DE RADIO KUT-FM DURANTE EL MES PASADO? (HAVE YOU LISTENED TO KUT-FM DURING THE LAST MONTH?)

1 = Sí _____ 2 = No _____ 3 = No se _____

- ___ (34) 4. CUANTAS HORAS AL DÍA ESCUCHA LA RADIO? (HOW MANY HOURS A DAY DO YOU LISTEN TO THE RADIO?)
- 1 = Menos de 1 _____
- 2 = 1 a 4 _____
- 3 = 5 a 8 _____
- 4 = Mas de 8 _____

- ___ (35) 5. A QUE HORAS ESCUCHA LA RADIO? (AT WHAT HOURS DO YOU LISTEN TO THE RADIO?)
- ___ (36) 6 - 10 AM _____
- ___ (37) 10AM - 3PM _____
- ___ (38) 3 - 7PM _____
- ___ (39) 7 - 12PM _____
- ___ Otro: _____
- 1 = indicated
- 2 = not indicated

- ___ (40) 6a. TIENE TELEVISIÓN? (DO YOU OWN A TELEVISION?)
- 1 = Sí _____ 2 = No _____ (Si no, siga con 9)

- ___ (41) 6b. ES DE COLORES? (IS IT IN COLOR?)
- 1 = Sí _____ 2 = No _____

- ___ (42) 6c. PUEDE RECIBIR LOS CANALES 42 Y 24? (DO YOU RECEIVE THE TV STATIONS, 42 and 24?)
- 1 = Sí _____ 2 = No _____

- ___ (43) 6d. TIENE TELEVISIÓN DE CABLE? (DO YOU HAVE A TELEVISION CABLE?)
- 1 = Sí _____ 2 = No _____

7. TIENE DIFICULTAD RECIBIENDO ALGUNOS CANALES DE TELEVISIÓN? (DO YOU HAVE ANY DIFFICULTIES GETTING ANY CHANNELS ON TV?)

CUALES NO RECIBE BIEN? (WHICH GIVE YOU TROUBLE?)

- ___ (44) KLRN Canal 9 (8 en cable)
- ___ (45) WOAI Canal 4 (12 en cable)
- ___ (46) KENS Canal 5 (11 en cable)
- ___ (47) KCEN Canal 6 (6 en cable)
- ___ (48) KTBC Canal 7 (5 en cable)
- ___ (49) KWTX Canal 10 (2 en cable)
- ___ (50) KSAT Canal 12 (10 en cable)
- ___ (51) KVUE Canal 24 (3 en cable)
- ___ (52) KWEX Canal 41 (13 en cable)
- ___ (53) KHFI Canal 42 (4 en cable)

1 = indicated

2 = not indicated

- ___ (54) 8. CUANTAS HORAS AL DÍA VE LA TELEVISIÓN? (HOW MANY HOURS A DAY DO YOU WATCH TELEVISION?)
- 1 = menos de 1 _____
- 2 = 1 a 2 _____
- 3 = 2 a 3 _____
- 4 = 3 a 4 _____
- 5 = 4 a 5 _____
- 6 = 5 a 6 _____
- 7 = 6 a 7 _____
- 8 = 7 a 8 _____
- 9 = mas de 8 _____

9. CUALES SON SUS CINCO PROGRAMAS DE TELEVISION MAS FAVORITOS?
(WHAT ARE YOUR FIVE FAVORITE TELEVISION PROGRAMS?)

- ___ (55) No. of programs mentioned
- ___ (56) No. Mex. or Spanish
- ___ (57) No. Movies
- ___ (58) No. Soap Operas
- ___ (59) No. Detective
- ___ (60) No. Children's
- ___ (61) No. Sports
- ___ (62) No. News
- ___ (63) No. Public Affairs/Doc.
- ___ (64) No. Educational
- ___ (65) No. Talk
- ___ (66) No. Musical Variety
- ___ (67) No. Comedy Variety
- ___ (68) No. Sit. Comedy
- ___ (69) No. Drama
- ___ (70) No. Western
- ___ (71) No. Specials
- ___ (72) No. Other

10. QUE CONSIDERA USTED QUE SON LOS PROBLEMAS DE LA COMUNIDAD MEXICANA?
(WHAT DO YOU THINK ARE THE PROBLEMS OF THE MEXICAN COMMUNITY?)

- ___ (73) Apathy
- ___ (74) Drugs/Alcohol
- ___ (75) Employment
- ___ (76) Education
- ___ (77) Discrimination
- ___ (78) Transportation
- ___ (79) Streets, lights, sidewalks
- ___ (80) Lack of unity/communication
- ___ (81) Housing
- ___ (82) Local government
- ___ (83) Family planning
- ___ (84) Pollution
- ___ (85) Crime
- ___ (86) Language
- ___ (87) Taxes
- ___ (88) Poverty
- ___ (89) Population Growth
- ___ (90) Legal Problems
- ___ (91) Sanitation/Health
- ___ (92) Government Services
- ___ (93) Recreation
- ___ (94) Personal Problems
- ___ (95) Fed. Government
- ___ (96) Police Brutality
- ___ (97) Juvenile
- ___ (98) No sabe; NO prob.
- ___ (99) Other

- 1 = indicated
- 2 = not indicated
- 3 = not problem

11. QUE CLASE DE PROGRAMAS LE GUSTARIA VER EN LA TELEVISION?
(WHAT TYPE OF PROGRAMS WOULD YOU LIKE TO SEE ON TV?)

- ☐ (100) Span/Mex
- ☐ (101) Bilingual
- ☐ (102) Movies
- ☐ (1 3) Soap Operas
- ☐ (104) Detective
- ☐ (105) Children
- ☐ (106) Sports
- ☐ (107) Expose Problems
- ☐ (108) Educational
- ☐ (109) Talk; Panel
- ☐ (110) Cultural
- ☐ (111) Music
- ☐ (112) Comedy-Variety
- ☐ (113) Situation Comedy
- ☐ (114) Drama
- ☐ (115) Western
- ☐ (116) Specials
- ☐ (117) Crime-Violence
- ☐ (118) Family
- ☐ (119) News-General
- ☐ (120) News-Local
- ☐ (121) News-National
- ☐ (122) News-International
- ☐ (123) Other
- ☐ (124) Don't Know

- 1 = Mentioned
- 2 = Not mentioned
- 3 = Mentioned Span/Mex
- 4 = Does not want

(125) 12. EN QUE IDIOMA DEBERIAN SER ESTOS PROGRAMAS?
(IN WHAT LANGUAGE SHOULD THESE PROGRAMS BE PRESENTED?)

- 1 = Spanish
- 2 = Bilingual
- 3 = English
- 4 = Barrio
- 5 = Pocho
- 6 = TEX-MEX
- 7 = Other
- 8 = No se, no me importa

13. QUE TIPO DE INFORMACION LE GUSTARIA VER EN LA TELEVISION?
(WHAT TYPE OF INFORMATION WOULD YOU LIKE TO SEE ON TV?)

- ☐ (126) News-General
- ☐ (127) News-Local
- ☐ (128) News-National
- ☐ (129) News-International
- ☐ (130) Spanish
- ☐ (131) Local Govt.
- ☐ (132) State Govt.
- ☐ (133) Fed. Govt.
- ☐ (134) Politics
- ☐ (135) History
- ☐ (136) Community Organizations
- ☐ (137) Economics
- ☐ (138) Language instruction
- ☐ (139) Instructional
- ☐ (140) Law-rights
- ☐ (141) Schools-education
- ☐ (142) Drugs
- ☐ (143) Other
- ☐ (144) Don't Know

(145) 14. EN QUE IDIOMA DEBERIA SER ESTA INFORMACION? (IN WHAT LANGUAGE SHOULD THIS INFORMATION BE PRESENTED?)

- 1 = Spanish ☐
- 2 = Bilingual ☐
- 3 = English ☐
- 4 = Barrio ☐
- 5 = Pocho ☐
- 6 = Tex-Mex ☐
- 7 = Otro ☐
- 8 = No se, no me importa ☐

(146) 15. HA VISTO EL CANAL 9 (KLRN) DURANTE EL MES PASADO? QUE PROGRAMAS HA VISTO?
(HAVE YOU WATCHED CHANNEL 9 (KLRN) DURING THE LAST MONTH?)
(WHAT PROGRAMS HAVE YOU SEEN?)

1 = Sí ☐ 2 = No ☐ 3 = No se ☐ (siga con 16a)

- ☐ (147) Sesame Street
- ☐ (148) Electric Company
- ☐ (149) Misterogers
- ☐ (150) Soul
- ☐ (151) Black Journal
- ☐ (152) Carrascolendas
- ☐ (153) Periodico
- ☐ (154) News
- ☐ (155) Other:

Otros Programas:

0 = Hasn't seen 9
1 = indicated
2 = not indicated

___ (156) 16a. HA VISTO EL PROGRAMA CARRASCOLENDAS EN CANAL 9? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN CARRASCOLENDAS ON CHANNEL 9? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16b)

___ (157) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (158) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (159) Information: 1 = like ___; 2 = dislike ___; Why: ___

___ (160) Lion:Agapito: 1 = like ___; 2 = dislike ___; Why: ___

___ (161) No opinion ___

Codes for all 16 opinion:

0 = does not watch

1 = like

2 = dislike

3 = like and dislike

4 = not mentioned

___ (162) 16b. HA VISTO EL PROGRAMA PERIODICO EN EL CANAL 9? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN PERIODICO ON CHANNEL 9? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16c)

___ (163) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (164) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (165) Host: 1 = like ___; 2 = dislike ___; Why: ___

___ (166) Music: 1 = like ___; 2 = dislike ___; Why: ___

___ (167) Information: 1 = like ___; 2 = dislike ___; Why: ___

___ (168) Discussions: 1 = like ___; 2 = dislike ___; Why: ___

___ (169) No opinion ___

___ (170) 16e. HA VISTO EL PROGRAMA AUSTIN PRESENTA EN EL CANAL 7? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN AUSTIN PRESENTA ON CHANNEL 7? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16d)

___ (171) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (172) Host: 1 = like ___; 2 = dislike ___; Why: ___

___ (173) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (174) Music: 1 = like ___; 2 = dislike ___; Why: ___

___ (175) Information: 1 = like ___; 2 = dislike ___; Why: ___

___ (176) No opinion ___

___ (177) 16d. HA VISTO EL PROGRAMA ADELANTE EN EL CANAL 4? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN ADELANTE ON CHANNEL 4? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16e)

___ (178) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (179) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (180) Host: 1 = like ___; 2 = dislike ___; Why: ___

___ (181) No opinion ___

___ (182) 16e. HA VISTO EL PROGRAMA EN SAN ANTONIO EN EL CANAL 41? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN EN SAN ANTONIO ON CHANNEL 41? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 17)

___ (183) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (184) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (185) Host: 1 = like ___; 2 = dislike ___; Why: ___

___ (186) 17. DE LAS SIGUIENTES CATEGORIAS DE CUAL DEPENDE MAS PAPA INFORMACIÓN Y NOTICIAS? (OF THE FOLLOWING CATEGORIES, ON WHICH DO YOU DEPEND MOST FOR INFORMATION AND NEWS?)

1 = periodico	5 = amigos
2 = radio	6 = familia
3 = television	7 = otro
4 = vecinos	8 = don't know

(187)

18. CUANTOS AÑOS HA VIVIDO EN AUSTIN? (HOW MANY YEARS HAVE YOU LIVED IN AUSTIN?)

- 1 = menos de 1 _____
 2 = 1 a 4 _____
 3 = 4 a 8 _____
 4 = mas de 8 _____

(188)

(189)

19. QUE ES SU OCUPACIÓN? (WHAT IS YOUR OCCUPATION?)

- 01 = housewife _____
 02 = retired _____
 03 = student _____
 04 = military _____
 05 = service workers _____
 (Ex. janitor, sanitation, police, fireman, gardeners)
 06 = clerical _____
 07 = sales _____
 08 = professional, managerial _____
 09 = laborers _____
 10 = agricultural _____
 11 = craftsmen, foremen _____
 12 = private household workers _____
 13 = other _____

(190)

20. CUANTOS AÑOS DE EDUCACIÓN FORMAL HA CUMPLIDO? (HOW MANY YEARS OF SCHOOLING HAVE YOU HAD?)

- 1 = 4 o menos _____
 2 = 5 a 8 _____
 3 = 9 a 11 _____
 4 = high school grad _____
 5 = some college _____
 6 = two year college _____
 7 = four year college grad _____
 8 = post grad _____
 9 = no formal education _____

(191)

(192)

21. QUE SE CONSIDERA USTED? (WHAT DO YOU CONSIDER YOURSELF?)

TENIENDO APELLIDO ESPANOL, QUE SE CONSIDERA USTED?
 HAVING A SPANISH SURNAME, WHAT DO YOU CONSIDER YOURSELF?

(Pause, if no answer, read all)

- | | | | |
|----------------------------|-------|----------------------|-------|
| 01 = Mexicano, Mexican | _____ | 07 = Latino, Latin | _____ |
| 02 = Mexican-American | _____ | 08 = Mexican-Indian | _____ |
| 03 = Amer. of Mex. descent | _____ | 09 = Puerto Rican | _____ |
| 04 = American | _____ | 10 = Tejano | _____ |
| 05 = Chicano | _____ | 11 = Mexicano-Tejano | _____ |
| 06 = Spanish, Hispano | _____ | 12 = Otro | _____ |

____ (193) 22. QUE ES SU EDAD? (HOW OLD ARE YOU?)
1 = 16 to 20 _____
2 = 21 to 24 _____
3 = 25 to 29 _____
4 = 30 to 34 _____
5 = 35 to 44 _____
6 = 45 to 49 _____
7 = 50 to 64 _____
8 = 65 and over _____

109

GRACIAS POR SU COOPERACION.

____ (194) Sex: 1 = Male _____; 2 = Female _____

____ (195) Language: 1 = Span _____; 2 = Bilingual _____; 3 = English _____

____ (196) Day: 1 = lunes _____
2 = martes _____
3 = miercoles _____
4 = jueves _____
5 = viernes _____
6 = sabado _____
7 = domingo _____

____ (197)

____ (198) Interviewer:
1 = Elsie Ramirez Al-Habeeb _____
2 = Robert Chapa _____
3 = Rolando Garcés _____
4 = Roy Ramos _____
5 = Joaquín Rodríguez _____
6 = Nick Valenzuela _____

____ (199) Census Tract 1 = Mexican _____ 2 = Non-Mexican _____

____ (200)

____ (201)

____ (202) Survey Day

San Antonio, March-April 72
Telephone Study

1 (1)
4 (2)
2 (3)
____ (4)
____ (5)
____ (6)

BUENAS TARDES (NOCHES), SOY (su nombre). ESTOY TRABAJANDO EN UN PROYECTO PARA LA TELEVISIÓN, Y SI ME PERMITE UNOS MINUTOS DE SU TIEMPO, LE QUISIERA HACER UNAS PREGUNTAS SOBRE RADIO Y TELEVISIÓN.

____ (7) 1a. TIENE RADIO? (DO YOU HAVE A RADIO?)
1 = Yes _____ 2 = No _____ (Si no, siga con 2)

____ (8) 1b. ES DE AM, FM, O AMBOS? (IS IT AM, FM OR BOTH?)
1 = AM _____ 2 = FM _____ 3 = Ambos _____

2. CUAL ES SU ESTACIÓN DE RADIO FAVORITA? (WHAT IS YOUR FAVORITE RADIO STATION?)

____ (9) No tengo favorita _____

- ____ (10) KCOR (1350) _____
- ____ (11) KUKA (1250) _____
- ____ (12) KEDA (1540) _____
- ____ (13) KTSA (550) _____
- ____ (14) KONO (860) _____
- ____ (15) WOAI (1200) _____
- ____ (16) KITE (930) _____
- ____ (17) KAPE (1480) _____
- ____ (18) KBUC (1310) _____
- ____ (19) KBAT (680) _____
- ____ (20) KBER (1150) _____
- ____ (21) KMAC (630) _____
- ____ (22) KDRY (1110) _____
- ____ (23) KQXT-FM (101.9) _____
- ____ (24) KTFM-FM (102.7) _____
- ____ (25) KEXL-FM (104.5) _____
- ____ (26) KEEZ-FM (97.0) _____
- ____ (27) KISS-FM (99.5) _____
- ____ (28) KITY-FM (92.9) _____
- ____ (29) KBER-FM (100.3) _____
- ____ (30) KBUC-FM (1063) _____
- ____ (31) Otro: _____

1 = indicated
2 = not indicated

____ (32) Analysis: 1 = no favorites; 2 = Span; 3 = Span & Eng; 4 = Eng; 5 = Eng with
0 (33) Span programming; 6 = Eng & Eng with Span programming

- ___ (34) 4. CUANTAS HORAS AL DÍA ESCUCHA LA RADIO? (HOW MANY HOURS A DAY DO YOU LISTEN TO THE RADIO?)

1 = Menos de 1 _____
 2 = 1 a 4 _____
 3 = 5 a 8 _____
 4 = Mas de 8 _____

- ___ (35) 5. A QUE HORAS ESCUCHA LA RADIO? (AT WHAT HOURS DO YOU LISTEN TO THE RADIO?)
 ___ (36) 6 - 10 AM _____
 ___ (37) 10AM - 3PM _____
 ___ (38) 3 - 7PM _____
 ___ (39) 7 - 12PM _____
 ___ Otro: _____

1 = indicated
 2 = not indicated

- ___ (40) 6a. TIENE TELEVISIÓN? (DO YOU OWN A TELEVISION?)
 1 = Sí _____ 2 = No _____ (si no, siga con 9)
 ___ (41) 6b. ES DE COLORES? (IS IT IN COLOR?)
 1 = Sí _____ 2 = No _____
 ___ (42) 6c. PUEDE RECIBIR EL CANAL 41, KWEX? (DO YOU RECEIVE CHANNEL 41, KWEX?)
 0 (43) 1 = Sí _____ 2 = No _____

7. TIENE DIFICULTAD RECIBIENDO ALGUNOS CANALES DE TELEVISIÓN? (DO YOU HAVE DIFFICULTIES GETTING ANY CHANNELS ON TV?)

CUALES NO RECIBE BIEN? (WHICH GIVE YOU TROUBLE?)

- ___ (44) KLRN Canal 9
 ___ (45) WOAI Canal 4
 ___ (46) KENS Canal 5
 ___ (47) KSAT Canal 12
 ___ (48) KWEX Canal 41
 ___ (49) _____
 ___ (50) _____
 ___ (51) _____
 ___ (52) _____
 ___ (53) _____

1 = indicated
 2 = not indicated

- ___ (54) 8. CUANTAS HORAS AL DÍA VE LA TELEVISIÓN? (HOW MANY HOURS A DAY DO YOU WATCH TELEVISION?)

1 = Menos de 1 _____ 6 = 5 a 6 _____
 2 = 1 a 2 _____ 7 = 6 a 7 _____
 3 = 2 a 3 _____ 8 = 7 a 8 _____
 4 = 3 a 4 _____ 9 = mas de 8 _____
 5 = 4 a 5 _____

9. CUALES SON SUS CINCO PROGRAMAS DE TELEVISIÓN MAS FAVORITOS?
(WHAT ARE YOUR FIVE FAVORITE TELEVISION PROGRAMS?)

112

- ☐ (55) No. of programs mentioned
- ☐ (56) No. Mex. or Spanish
- ☐ (57) No. Movies
- ☐ (58) No. Soap Operas
- ☐ (59) No. Detective
- ☐ (60) No. Children's
- ☐ (61) No. Sports
- ☐ (62) No. News
- ☐ (63) No. Public Affairs/Doc.
- ☐ (64) No. Educational
- ☐ (65) No. Talk
- ☐ (66) No. Musical Variety
- ☐ (67) No. Comedy Variety
- ☐ (68) No. Sit. Comedy
- ☐ (69) No. Drama
- ☐ (70) No. Western
- ☐ (71) No. Specials
- ☐ (72) No. Other

10. QUE CONSIDERA USTED QUE SON LOS PROBLEMAS DE LA COMUNIDAD MEXICANA?
(WHAT DO YOU THINK ARE THE PROBLEMS OF THE MEXICAN COMMUNITY?)

- ☐ (73) Apathy
- ☐ (74) Drugs/Alcohol
- ☐ (75) Employment
- ☐ (76) Education
- ☐ (77) Discrimination
- ☐ (78) Transportation
- ☐ (79) Streets, lights, sidewalks
- ☐ (80) Lack of unity/communication
- ☐ (81) Housing
- ☐ (82) Local government
- ☐ (83) Family planning
- ☐ (84) Pollution
- ☐ (85) Crime
- ☐ (86) Language
- ☐ (87) Taxes
- ☐ (88) Poverty
- ☐ (89) Population Growth
- ☐ (90) Legal Problems
- ☐ (91) Sanitation/Health
- ☐ (92) Government Services
- ☐ (93) Recreation
- ☐ (94) Personal Problems
- ☐ (95) Fed. Government
- ☐ (96) Police Brutality
- ☐ (97) Juvenile
- ☐ (98) No sabe; No prob.
- ☐ (99) Other

1 = indicated
2 = not indicated
3 = not problem

11. QUE CLASE DE PROGRAMAS LE GUSTARIA VER EN LA TELEVISIÓN?
(WHAT TYPE OF PROGRAMS WOULD YOU LIKE TO SEE ON TV?)

- _____ (100) Span/Mex
- _____ (101) Bilingual
- _____ (102) Movies
- _____ (103) Soap Operas
- _____ (104) Detective
- _____ (105) Children
- _____ (106) Sports
- _____ (107) Expose Problems
- _____ (108) Educational
- _____ (109) Talk; Panel
- _____ (110) Cultural
- _____ (111) Music
- _____ (112) Comedy-Variety
- _____ (113) Situation Comedy
- _____ (114) Drama
- _____ (115) Western
- _____ (116) Specials
- _____ (117) Crime-Violence
- _____ (118) Family
- _____ (119) News-General
- _____ (120) News-Local
- _____ (121) News-National
- _____ (122) News-International
- _____ (123) Other
- _____ (124) Don't Know

- 1 = mentioned
- 2 = not mentioned
- 3 = mentioned Span/Mex
- 4 = does not want

(125) 12. EN QUE IDIOMA DEBERÍAN SER ESTOS PROGRAMAS?
(IN WHAT LANGUAGE SHOULD THESE PROGRAMS BE PRESENTED?)

- 1 = Spanish _____
- 2 = Bilingual _____
- 3 = English _____
- 4 = Barrio _____
- 5 = Pocho _____
- 6 = TEX-MEX _____
- 7 = Other _____
- 8 = No se, no me importa _____

13. QUE TIPO DE INFORMACION LE GUSTARIA VER EN LA TELEVISION?
(WHAT TYPE OF INFORMATION WOULD YOU LIKE TO SEE ON TV?)

- ☐ (126) News-General
- ☐ (127) News-Local
- ☐ (128) News-National
- ☐ (129) News-International
- ☐ (130) Spanish
- ☐ (131) Local Govt.
- ☐ (132) State Govt.
- ☐ (133) Fed. Govt.
- ☐ (134) Politics
- ☐ (135) History
- ☐ (136) Community Organizations
- ☐ (137) Economics
- ☐ (138) Language instruction
- ☐ (139) Instructional
- ☐ (140) Law-rights
- ☐ (141) Schools-education
- ☐ (142) Drugs
- ☐ (143) Other
- ☐ (144) Don't Know

(145) 14. EN QUE IDIOMA DEBERIA SER ESTA INFORMACION? (IN WHAT LANGUAGE SHOULD THIS INFORMATION BE PRESENTED?)

- 1 = Spanish ☐
- 2 = Bilingual ☐
- 3 = English ☐
- 4 = Barrio ☐
- 5 = Pocho ☐
- 6 = Tex-Mex ☐
- 7 = Otro ☐
- 8 = No se, no me importa ☐

(146) 15. HA VISTO EL CANAL 9 (KLRN) DURANTE EL MES PASADO? (HAVE YOU WATCHED -- CHANNEL 9 (KLRN) DURING THE LAST MONTH?)
QUE PROGRAMAS HA VISTO? (WHAT PROGRAMS HAVE YOU SEEN?)

1 = Si ☐ 2 = No ☐ 3 = No se ☐ (siga con 16a)

- ☐ (147) Sesame Street
- ☐ (148) Electric Company
- ☐ (149) Misterogers
- ☐ (150) Soul
- ☐ (151) Black Journal
- ☐ (152) Carrascolendas
- ☐ (153) Periodico
- ☐ (154) News
- ☐ (155) Other:

Otros Programas:

0 = Hasn't seen 9
1 = indicated
2 = not indicated

- ___ (156) 16a. HA VISTO EL PROGRAMA CARRASCOLENDAS EN CANAL 9? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN CARRASCOLENDAS ON CHANNEL 9? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16b)

___ (157) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (158) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (159) Information: 1 = like ___; 2 = dislike ___; Why: ___

___ (160) Lion:Agapito: 1 = like ___; 2 = dislike ___; Why: ___

___ (161) No opinion: 1 = like ___; 2 = dislike ___; Why: ___

Codes for all 16 opinion:

- 0 = does not watch
- 1 = like
- 2 = dislike
- 3 = like and dislike
- 4 = not mentioned

- ___ (162) 16b. HA VISTO EL PROGRAMA PERIODICO EN EL CANAL 9? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN PERIODICO ON CHANNEL 9? WHAT DO YOU THINK OF THIS PROGRAM?)

1 = Sí ___ 2 = No ___ 3 = No se ___ (Siga con 16c)

___ (163) General: 1 = like ___; 2 = dislike ___; Why: ___

___ (164) Language: 1 = like ___; 2 = dislike ___; Why: ___

___ (165) Host: 1 = like ___; 2 = dislike ___; Why: ___

___ (166) Music: 1 = like ___; 2 = dislike ___; Why: ___

___ (167) Information: 1 = like ___; 2 = dislike ___; Why: ___

___ (168) Discussions: 1 = like ___; 2 = dislike ___; Why: ___

___ (169) No opinion ___

____ (170) 16c. HA VISTO EL PROGRAMA VOCES DEL SEMINARIO EN EL CANAL 41? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN VOCES DEL SEMINARIO ON CHANNEL 41? WHAT DO YOU THINK OF THIS PROGRAM?)
 1 = Si _____ 2 = No _____ 3 = No se _____ (Siga con 16d)

____ (171) General: 1 = like _____; 2 = dislike _____; Why: _____

____ (172) Religious aspect: 1 = like _____; 2 = dislike _____; Why: _____

____ (173) Language: 1 = like _____; 2 = dislike _____; Why: _____

____ (174) Music: 1 = like _____; 2 = dislike _____; Why: _____

____ (175) Information: 1 = like _____; 2 = dislike _____; Why: _____

____ (176) No opinion _____

____ (177) 16d. HA VISTO EL PROGRAMA ADELANTE EN EL CANAL 4? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN ADELANTE ON CHANNEL 4? WHAT DO YOU THINK OF THIS PROGRAM?)
 1 = Si _____ 2 = No _____ 3 = No se _____ (Siga con 16e)

____ (178) General: 1 = like _____; 2 = dislike _____; Why: _____

____ (179) Language: 1 = like _____; 2 = dislike _____; Why: _____

____ (180) Host: 1 = like _____; 2 = dislike _____; Why: _____

____ (181) No opinion _____

____ (182) 16e. HA VISTO EL PROGRAMA EN SAN ANTONIO EN EL CANAL 41? QUE OPINA DEL PROGRAMA? (HAVE YOU SEEN EN SAN ANTONIO ON CHANNEL 41? WHAT DO YOU THINK OF THIS PROGRAM?)
 1 = Si _____ 2 = No _____ 3 = No se _____ (Siga con 17)

____ (183) General: 1 = like _____; 2 = dislike _____; Why: _____

____ (184) Language: 1 = like _____; 2 = dislike _____; Why: _____

____ (185) Host: 1 = like _____; 2 = dislike _____; Why: _____

____ (186) 17. DE LAS SIGUIENTES CATEGORIAS DE CUAL DEPENDE MAS PARA INFORMACION Y NOTICIAS? (OF THE FOLLOWING CATEGORIES, ON WHICH DO YOU DEPEND MOST FOR INFORMATION AND NEWS?)

1 = periodico _____	5 = amigos _____
2 = radio _____	6 = familia _____
3 = television _____	7 = otro _____
4 = vecinos _____	8 = don't know _____

(187)

18. CUANTOS ANOS HA VIVIDO EN SAN ANTONIO? (HOW MANY YEARS HAVE YOU LIVED IN SAN ANTONIO?)

- 1 = menos de 1 _____
 2 = 1 a 4 _____
 3 = 4 a 8 _____
 4 = mas de 8 _____

(188)

19. QUE ES SU OCUPACIÓN? (WHAT IS YOUR OCCUPATION?)

(189)

- 01 = housewife _____
 02 = retired _____
 03 = student _____
 04 = military _____
 05 = service workers _____
 (Ex. janitor, sanitation, police, fireman, gardeners)
 06 = clerical _____
 07 = sales _____
 08 = professional, managerial _____
 09 = laborers _____
 10 = agricultural _____
 11 = craftsmen, foremen _____
 12 = private household workers _____
 13 = other _____

(190)

20. CUANTOS ANOS DE EDUCACION FORMAL HA CUMPLIDO? (HOW MANY YEARS OF SCHOOLING HAVE YOU HAD?)

- 1 = 4 o menos _____
 2 = 5 a 8 _____
 3 = 9 a 11 _____
 4 = high school grad _____
 5 = some college _____
 6 = two year college _____
 7 = four year college grad _____
 8 = post grad _____
 9 = no formal education _____

(191)

21. TENIENDO APELLIDO ESPANOL, QUE SE CONSIDERA USTED?
 HAVING A SPANISH SURNAME, WHAT DO YOU CONSIDER YOURSELF?
 (Pause, if no answer, read all)

(192)

- | | | | |
|----------------------------|-------|----------------------|-------|
| 01 = Mexicano, Mexican | _____ | 07 = Latino, Latin | _____ |
| 02 = Mexican-American | _____ | 08 = Mexican-Indian | _____ |
| 03 = Amer. of Mex. descent | _____ | 09 = Puerto Rican | _____ |
| 04 = American | _____ | 10 = Tejano | _____ |
| 05 = Chicano | _____ | 11 = Mexicano-Tejano | _____ |
| 06 = Spanish, Hispano | _____ | 12 = Otro | _____ |
| | | 13 = Latin American | _____ |
| | | 14 = Cuban | _____ |

____ (193) 22. QUE ES SU EDAD? (HOW OLD ARE YOU?)

- 1 = 16 to 20 _____
 2 = 21 to 24 _____
 3 = 25 to 29 _____
 4 = 30 to 34 _____
 5 = 35 to 44 _____
 6 = 45 to 49 _____
 7 = 50 to 64 _____
 8 = 65 and over _____

GRACIAS POR SU COOPERACION.

____ (194) Sex: 1 = Male _____; 2 = Female _____

____ (195) Language: 1 = Span _____; 2 = Bilingual _____; 3 = English _____

____ (196) Day: 1 = lunes _____
 2 = martes _____
 3 = miercoles _____
 4 = jueves _____
 5 = viernes _____
 6 = sabado _____
 7 = domingo _____

____ 5 (197)

____ (198) Interviewer:

- | | | | |
|-----------------------|-------|-----|-------|
| 1 = Mary Heutty | _____ | 7 = | _____ |
| 2 = Roger Vallejo | _____ | 8 = | _____ |
| 3 = Joaquin Rodriguez | _____ | 9 = | _____ |
| 4 = | _____ | | |
| 5 = | _____ | | |
| 6 = | _____ | | |

____ (199)
 ____ (200) Census Tract 1 = Mexican _____ 2 = Non-Mexican _____

____ (201)
 ____ (202) Survey Day

Austin Field Study
April-May 1972

TELETEMAS

- 5 (1)
4 (2)
1 (3)
____ (4)
____ (5)
____ (6)

BUENOS DIAS, SOY (su nombre), UN ESTUDIANTE DE LA UNIVERSIDAD.
ESTOY TRABAJANDO EN UN PROYECTO PARA LA TELEVISION Y SI ME PERMITE
UNOS MINUTOS DE SU TIEMPO, LE QUISIERA HACER UNAS PREGUNTAS SOBRE
RADIO Y TELEVISION.

1. CUAL ES SU ESTACION DE RADIO FAVORITA?
(WHAT IS YOUR FAVORITE RADIO STATION?)

____ (7) No tengo favorita ____

- ____ (8) KOKE ____ (1370)
____ (9) KNOW ____ (1490)
____ (10) KTBC ____ (590)
____ (11) KTAP ____ (970)
____ (12) KVET ____ (1200)
____ (13) WOAI ____ (1200)
____ (14) KTSA ____ (550)
____ (15) KGTN ____ (1530)
____ (16) KWED ____ (1150)
____ (17) KTAE ____ (1250)
____ (18) KASE-FM ____ (101)
____ (19) KOKE-FM ____ (95.5)
____ (20) KMFA-FM ____ (89.5)
____ (21) KTBC-FM ____ (93.7)
____ (22) KRMH-FM ____ (104)
____ (23) KHFI-FM ____ (98.3)
____ (24) KUT-FM ____ (90.7)
____ (25) OTRO: ____

Georgetown, Marcelo Tafoya -- 1pm daily
Seguin, Rosita Ornelas -- 1pm daily
Taylor, George Martinez -- 5 - 6:30pm daily
Lalo Campos -- 6 - 8am daily
Jose Jaime Garcia -- 6 - 10am daily

- 0 (26)
0 (27)
0 (28)
0 (29)
0 (30)
0 (31)

1 = indicated
2 = not indicated

____ (32) Analysis: 1 = no favorites; 2 = Span; 3 = Span & Eng; 4 = Eng; 5 = Eng with
Span programming; 6 = Eng & Eng with Span programming

____ (33) 2. HA ESCUCHADO LA ESTACION DE RADIO KUT-FM DURANTE EL MES PASADO?
(HAVE YOU LISTENED TO KUT-FM DURING THE LAST MONTH?)

1 = Si ____ 2 = No ____ 3 = No se ____

3. QUE CLASE DE MUSICA LE GUSTA?
(WHAT TYPE OF MUSIC DO YOU LIKE?)

- (34) Todas _____
 (35) Ranchera _____
 (36) Nortena _____
 (37) Boleros _____
 (38) Cumbia _____
 (39) Rock _____
 (40) Mexicana _____
 (41) Corridos _____
 (42) Romantica antique _____
 (43) Romantica moderna _____
 (44) Romantica sentimental _____
 (45) Instrumental _____
 (46) Mariachi _____
 (47) Contemporaneo _____
 (48) Valses _____
 (49) Am Western _____
 (50) Tango _____
 (51) Tropical _____
 (52) Marimba, Veracruzana _____
 (53) Clasica _____
 (54) Flamenco, espanola _____
 (55) Latina _____
 (56) Soul _____
 (57) Tejana _____
 (58) Otro: _____
 (59) No se, no me interesa _____

1 = indicated
2 = not indicated

- 3 = (00) Polka _____
 4 = (00) Conjunto _____
 5 = (00) Orquesta _____
 6 = (00) Trio _____

(60) 4. TIENE TELEVISION? (DO YOU HAVE A TELEVISION?)
 Si _____ 3 = No _____ (Siga con 7)

ES DE COLORES? (IS IT IN COLOR?)

1 = Color _____

2 = B & W _____

5. QUE COLORES LE LLAMAN LA ATENCION CUANDO VE LA TELEVISION?
(WHAT COLORS ATTRACT YOUR ATTENTION WHEN YOU WATCH TV?)

- (61) Red (Rojo) _____
 (62) Green (Verde) _____
 (63) Blue (Azul) _____
 (64) Yellow (Amarillo) _____
 (65) White (Blanco) _____
 (66) Black (Negro) _____
 (67) Otro: _____
 (68) No se _____

1 = indicated
2 = not indicated

(69) 5b. TIENE TELEVISION DE CABLE? (DO YOU HAVE A TELEVISION CABLE?)
 1 = Si _____ 2 = No _____

(70) 5c. PUEDE RECIBIR LOS CANALES 42 Y 24? (DO YOU RECEIVE THE TV STATIONS, 42 and 24?)
 1 = Si _____ 2 = No _____

(71) 6. TIENE DIFICULTAD RECIBIENDO ALGUNOS CANALES DE TELEVISION? (DO YOU HAVE ANY DIFFICULTY GETTING ANY CHANNELS ON TV?)
 1 = Si _____ 2 = No _____

CUALES NO RECIBE BIEN? (WHICH GIVE YOU TROUBLE?)

(72)	_____	KLRN Canal 9 (8 en cable)	
(73)	_____	WOAI Canal 4 (12 en cable)	
(74)	_____	KENS Canal 5 (11 en cable)	
(75)	_____	KCEN Canal 6 (6 en cable)	
(76)	_____	KTBC Canal 7 (5 en cable)	1 = indicated
(77)	_____	KWTX Canal 10 (2 en cable)	2 = not indicated
(78)	_____	KTVT Canal 11 (9 en cable)	0 = no probs. or no TV
(79)	_____	KSAT Canal 12 (10 en cable)	
(80)	_____	KVUE Canal 24 (3 en cable)	
(81)	_____	KWEX Canal 41 (13 en cable)	
(82)	_____	KHFI Canal 42 (4 en cable)	
0 (83)	_____		

7. CUANDO VE LA TELEVISION? (WHEN DO YOU WATCH TV?)

(84)	Weekdays:	1 = AM _____;	2 = Afternoon _____;	4 = Evening _____
(85)	Sabado:	1 = AM _____;	2 = Afternoon _____;	4 = Evening _____
(86)	Domingo:	1 = AM _____;	2 = Afternoon _____;	4 = Evening _____

Coding:

1 = AM only
 2 = Afternoon only
 3 = AM & afternoon
 4 = Evening only
 5 = Evening & AM
 6 = Evening & afternoon
 7 = All day
 8 = Doesn't watch

8. CUALES SON SUS PROGRAMAS DE TELEVISION MAS FAVORITOS?
(WHAT ARE YOUR FAVORITE TELEVISION PROGRAMS?)

- _____ (87) No. of programs mentioned
- _____ (88) No. Mex. or Spanish
- _____ (89) No. Movies
- _____ (90) No. Soap Operas
- _____ (91) No. Detective
- _____ (92) No. Children's
- _____ (93) No. Sports
- _____ (94) No. News
- _____ (95) No. Public Affairs/Doc.
- _____ (96) No. Educational
- _____ (97) No. Talk
- _____ (98) No. Musical Variety
- _____ (99) No. Comedy Variety
- _____ (100) No. Sit. Comedy
- _____ (101) No. Drama
- _____ (102) No. Western
- _____ (103) No. Specials
- _____ (104) No. Game Shows
- _____ (105) No. Other

9. QUE CLASE DE PROGRAMA HICIERA USTED SI TUVIERA MEDIA HORA EN EL
CANAL 9, KLRN? (WHAT TYPE OF PROGRAM WOULD YOU PRODUCE IF YOU HAD
HALF AN HOUR ON CHANNEL 9, KLRN?)

(Remind interviewee that this is a public TV, not commercial.)

- _____ (106) Span/Mex
- _____ (107) Bilingual
- _____ (108) Movies
- _____ (109) Soap Operas
- _____ (110) Detective
- _____ (111) Children
- _____ (112) Sports
- _____ (113) Expose Problems
- _____ (114) Educational
- _____ (115) Talk; Panel
- _____ (116) Cultural
- _____ (117) Music
- _____ (118) Comedy-Variety
- _____ (119) Situation Comedy
- _____ (120) Drama
- _____ (121) Western
- _____ (122) Specials
- _____ (123) Crime-Violence
- _____ (124) Family
- _____ (125) News-General
- _____ (126) News-Local
- _____ (127) News-National
- _____ (128) News-International
- _____ (129) Other
- _____ (130) Cooking
- _____ (131) Nature/Outdoor
- _____ (132) Programs with M.A.'s

- 1 = mentioned
- 2 = not mentioned
- 3 = mentioned Span/Mex
- 4 = does not want
- 5 = don't know

10. QUE TIPO DE INFORMACION LE GUSTARIA VER EN LA TELEVISION?
(WHAT TYPE OF INFORMATION WOULD YOU LIKE TO SEE ON TV?)

- ☐ (133) News-General
- ☐ (134) News-Local
- ☐ (135) News-National
- ☐ (136) News-International
- ☐ (137) Spanish
- ☐ (138) Local Govt.
- ☐ (139) State Govt.
- ☐ (140) Fed. Govt.
- ☐ (141) Politics
- ☐ (142) History
- ☐ (143) Community Organizations
- ☐ (144) Economics
- ☐ (145) Language instruction
- ☐ (146) Instructional
- ☐ (147) Law-rights
- ☐ (148) Schools-Education
- ☐ (149) Drugs
- ☐ (150) Sports News
- ☐ (151) Raising Children/Teenagers
- ☐ (152) Other

- ☐ = mentioned
- ☐ = not mentioned
- ☐ = mentioned Span/Mex
- ☐ = does not want
- ☐ = don't know

11. EN QUE IDIOMA DEBERIA SER ESTA INFORMACION?
(IN WHAT LANGUAGE SHOULD THESE PROGRAMS BE PRESENTED?)

(153)

- 1 = Spanish ☐
- 2 = Bilingual ☐
- 3 = English ☐
- 4 = Otro ☐
- 5 = No se ☐

- ___ (154) 12. HA VISTO EL CANAL 9, KLRN, DURANTE EL MES PASADO?
(HAVE YOU WATCHED CHANNEL 9, KLRN, DURING THE LAST MONTH?)
1 = Si ___ 2 = No ___ 3 = No se ___

QUE PROGRAMAS HA VISTO? (WHAT PROGRAMS HAVE YOU SEEN?)

- ___ (155) Sesame Street ___
___ (156) Electric Company ___
___ (157) Mister Rogers ___
___ (158) Soul ___
___ (159) Black Journal ___
___ (160) Zoom ___
___ (161) Carrascolendas ___
___ (162) Periodico ___
___ (163) Other: ___

Otros Programas:

- 0 = hasn't seen 9
1 = indicated
2 = not indicated

- ___ (164) 13. VE USTED LOS PROGRAMAS MEXICANOS EN LA TELEVISION?
(DO YOU WATCH THE MEXICAN PROGRAMS ON TV?)
1 = Si ___ 2 = No ___ (Siga con 14)

- 13a. QUE LE GUSTA Y QUE NO LE GUSTA DE ESTOS PROGRAMAS?
(WHAT DO YOU LIKE OR NOT LIKE ABOUT THESE PROGRAMS?)

- | | | |
|---------------------------|---------------|-----------------|
| ___ (165) Language: | 1 = like ___; | 2 = dislike ___ |
| ___ (166) Mexican Music: | 1 = like ___; | 2 = dislike ___ |
| ___ (167) Comedies: | 1 = like ___; | 2 = dislike ___ |
| ___ (168) Music: | 1 = like ___; | 2 = dislike ___ |
| ___ (169) Movies: | 1 = like ___; | 2 = dislike ___ |
| ___ (170) Commercials: | 1 = like ___; | 2 = dislike ___ |
| ___ (171) Broadcast time: | 1 = like ___; | 2 = dislike ___ |

- | | | |
|----------------------------|---------------|-----------------|
| ___ (172) AUSTIN PRESENTA: | 1 = like ___; | 2 = dislike ___ |
| ___ (173) Marcelo Tafuya: | 1 = like ___; | 2 = dislike ___ |
| ___ (174) Language: | 1 = like ___; | 2 = dislike ___ |
| ___ (175) Music: | 1 = like ___; | 2 = dislike ___ |
| ___ (176) Information: | 1 = like ___; | 2 = dislike ___ |
| ___ (177) Broadcast time: | 1 = like ___; | 2 = dislike ___ |

- 0 = does not watch
1 = like
2 = dislike
3 = both like and dislike
4 = not mentioned

13a. (continued)

- (178) CARRASCOLENDAS: 1 = like ____; 2 = dislike ____
 (179) Language: 1 = like ____; 2 = dislike ____
 (180) Content being taught: 1 = like ____; 2 = dislike ____
 (181) Music and entertainment: 1 = like ____; 2 = dislike ____
 (182) Characters and puppets: 1 = like ____; 2 = dislike ____
 (183) Broadcast time preference: 1 = like ____; 2 = dislike ____
 1 = 7:30am ____
 2 = 10:00am ____
 3 = 12:00am ____
 4 = 2:00pm ____
 5 = 4:00pm ____
 6 = 6:00pm ____
 7 = 8:00pm ____

- (184) Novelas 1 = like ____; 2 = dislike ____

POR QUE LE GUSTAN LAS NOVELAS?
 (WHY DO YOU LIKE NOVELAS?)

- (185) ____ por el sentimiento y emoción
 (186) ____ por la historia
 (187) ____ por los actores
 (188) ____ por el ambiente
 (189) ____ porque son romanticas
 (190) ____ porque son triste
 (191) ____ porque son dramaticas
 (192) ____ porque son comicas
 (193) ____ porque refleja el realismo de la vida
 (194) ____ porque identifico con los personajes
 (195) ____ porque trae a la memoria localidades conocidos
 (196) ____ otro

Coding for (178) thru (184):

- 0 = does not watch
 1 = like
 2 = dislike
 3 = like and dislike
 4 = not mentioned

Coding for (185) thru (196):

- 0 = hasn't seen
 1 = indicated
 2 = not indicated

0 (197)
 (198)

14. VE LAS NOTICIAS DE LA TARDE?
 (DO YOU WATCH THE AFTERNOON NEWS?)
 1 = Si _____ 2 = No _____ (Siga con 17)

(199)

15. EN LA TARDE, VE LAS NOTICIAS LOCALES, NACIONALES O LAS DOS?
 (IN THE AFTERNOON, DO YOU WATCH THE LOCAL NEWS, NATIONAL NEWS,
 OR BOTH?)
 1 = Locales _____ 2 = Nacionales _____ 3 = Las dos _____

16. EN QUE CANAL VE LAS NOTICIAS DE LA TARDE?
 (ON WHAT CHANNEL DO YOU WATCH THE AFTERNOON NEWS?)

(200) _____ KTBC Canal 7 (5 en cable, CBS)
 (201) _____ KHFI Canal 42 (4 en cable, NBC)
 (202) _____ KVUE Canal 24 (3 en cable, ABC)
 (203) _____ KLRN Canal 9 (8 en cable, PBS)
 (204) _____ Otro: _____
 (205) _____ Todos o cualquier
 (206) _____ No se
 0 (207) _____ 1 = indicated
 0 (208) _____ 2 = not indicated
 0 (209) _____ 0 = no ve las noticias

(210)

17. VE LAS NOTICIAS DE LA NOCHE? (DO YOU WATCH THE LATE NEWS-10:00pm?)
 1 = Si _____ 2 = No _____ (Siga con 19)

18. EN QUE CANAL VE LAS NOTICIAS DE LA NOCHE?
 (ON WHAT CHANNEL DO YOU WATCH THE LATE NEWS -10:00pm?)

(211) _____ KTBC Canal 7 (5 en cable, CBS)
 (212) _____ KHFI Canal 42 (4 en cable, NBC)
 (213) _____ KVUE Canal 24 (3 en cable, ABC)
 (214) _____ KLRN Canal 9 (8 en cable, PBS)
 (215) _____ Otro: _____
 (216) _____ Todos o cualquier
 (217) _____ No se
 0 (218) _____ 1 = indicated
 0 (219) _____ 2 = not indicated
 0 (220) _____ 3 = no ve las noticias

(221)

19. ESCUCHA LAS NOTICIAS POR RADIO?
(DO YOU LISTEN TO THE NEWS ON THE RADIO?)
1 = Si _____ 2 = No _____ (Siga con 21)

(222)

20. QUE TAN SEGUIDO LAS OYE?
(HOW OFTEN DO YOU HEAR THEM?)
1 = mas que una vez al dia _____
2 = una vez al dia _____
3 = ocasionalmente _____

(223)

21. LEE EL PERIODICO DIARIAMENTE?
(DO YOU READ THE NEWSPAPER OFTEN?)
CUAL PERIODICO LEE? (WHICH NEWSPAPER DO YOU READ?)
1 = Austin American Statesman _____
2 = ECHO (Marcelo Tafoya) _____
3 = La Fuerza (Garza) _____
4 = The Herald _____
5 = Other: _____
6 = Don't read the papers _____

(224)

22. DE CUAL DEPENDE MAS PARA SU INFORMACION Y NOTICIAS?
(ON WHICH DO YOU DEPEND ON MOST FOR INFORMATION AND NEWS?)
1 = television _____
2 = radio _____
3 = periodico _____
4 = otro: _____
5 = no se _____
6 = vecinos, _____
familia, o amigos _____

23. QUE CONSIDERA USTED QUE SEAN LOS PROBLEMAS DE LA COMUNIDAD DE HABLA ESPANOL?

(WHAT DO YOU THINK ARE THE PROBLEMS OF THE SPANISH-SPEAKING COMMUNITY?)

- ___ (225) Apathy
- ___ (226) Drugs/alcohol
- ___ (227) Employment
- ___ (228) Education
- ___ (229) Discrimination
- ___ (230) Transportation
- ___ (231) Streets, lights, sidewalks
- ___ (232) Lack of unity/communication
- ___ (233) Housing
- ___ (234) Local Government
- ___ (235) Family Planning
- ___ (236) Pollution
- ___ (237) Crime
- ___ (238) Language
- ___ (239) Taxes
- ___ (240) Poverty
- ___ (241) Population Growth
- ___ (242) Legal Problems
- ___ (243) Sanitation/Health
- ___ (244) Government Services
- ___ (245) Recreation
- ___ (246) Personal Problems
- ___ (247) Fed. Government
- ___ (248) Police Brutality
- ___ (249) Juvenile
- ___ (250) Lack of Mex/amer. T.V.
- ___ (251) No sabe, No Prob.
- ___ (252) Other

1 = indicated

2 = not indicated

3 = not problem

4 = too many to mention (on Other only)

___ (253)

24. TIENE TELEFONO? (DO YOU HAVE A TELEPHONE?)

1 = Si

2 = No

(254)

25. CUANTOS ANOS HA VIVIDO EN AUSTIN?
(HOW MANY YEARS HAVE YOU LIVED IN AUSTIN?)

1 = menos de 1

2 = 1 a 4

3 = 4 a 8

4 = mas de 8

(255)

26. QUE ES SU OCUPACION? (WHAT IS YOUR OCCUPATION?)

(256)

01 = housewife

02 = retired

03 = student

04 = military

05 = service workers

(ex. janitor, sanitation, police, firemen, gardeners)

06 = clerical

07 = sales

08 = professional, managerial

09 = laborers

10 = agricultural

11 = craftsmen, foremen

12 = private household workers

13 = other

14 = unemployed

15 = semi-professional (WC)

16 = semi-craftsmen (BC)

(257)

27. CUANTOS ANOS DE EDUCACION FORMAL HA CUMPLIDO?
(HOW MANY YEARS OF SCHOOLING HAVE YOU HAD?)

1 = 4 o menos

2 = 5 a 8

3 = 9 a 11

4 = high school graduate

5 = some college

6 = two year college

7 = four year college graduate

8 = post graduate

9 = no formal education

(258)

(259)

28. TENIENDO APELLIDO ESPANOL, QUE SE CONSIDERA USTED?
(HAVING A SPANISH SURNAME, WHAT DO YOU CONSIDER YOURSELF?)

(Pause, if no answer, read all.)

- 01 = Mexicano, Mexican
02 = Mexican-American
03 = American of Mex. Descent
04 = American
05 = Chicano
06 = Spanish, Hispano
07 = Latino, Latin
08 = Mexican-Indian
09 = Puerto Rican
10 = Tejano
11 = Mexicano-Tejano
12 = Otro

(260)

29. QUE ES SU EDAD? (HOW OLD ARE YOU?)

- 1 = 16 to 20
2 = 21 to 24
3 = 25 to 29
4 = 30 to 34
5 = 35 to 44
6 = 45 to 49
7 = 50 to 64
8 = 65 and over

GRACIAS POR SU COOPERACION

(261)

Sex: 1 = Male 2 = Female

(262)

Language: 1 = Spanish 2 = Bilingual 3 = English

(263)

Day: 1 = lunes
2 = martes
3 = miercoles
4 = jueves
5 = viernes
6 = sabado
7 = domingo

6 (264)

Interviewer:

(265)

- 1 =
2 =
3 =
4 =
5 =
6 =
7 =
8 =
9 =

(266) Survey Day

(267)

0 (268) Barrio:

(269)

1 = East Austin

2 = South Austin

3 = Montopolis

COMMENTS:

San Antonio Field Study
April-May, 1972

TELETEMAS

5 (1)
4 (2)
2 (3)
____ (4)
____ (5)
____ (6)

BUENOS DIAS, SOY (su nombre), UN ESTUDIANTE DE LA
UNIVERSIDAD. ESTOY TRABAJANDO EN UN PROYECTO PARA LA
TELEVISION Y SI ME PERMITE UNOS MINUTOS DE SU TIEMPO,
LE QUISIERA HACER UNAS PREGUNTAS SOBRE RADIO Y TELEVISION.

1. CUAL ES SU ESTACION DE RADIO FAVORITA?
(WHAT IS YOUR FAVORITE RADIO STATION?)

- ____ (7) No tengo favorita _____
____ (8) KCOR (1350) _____
____ (9) KUKA (1250) _____
____ (10) KEDA (1540) _____
____ (11) KTSA (550) _____
____ (12) KONO (860) _____
____ (13) WOAI (1200) _____
____ (14) KITE (930) _____
____ (15) KAPE (1480) _____
____ (16) KBUC (1310) _____
____ (17) KBAT (680) _____
____ (18) KBER (1150) _____
____ (19) KMAC (630) _____
____ (20) KDRY (1110) _____
____ (21) KQXT-FM (101.9) _____
____ (22) KTFM-FM (102.7) _____
____ (23) KEXL-FM (104.5) _____
____ (24) KEEZ-FM (97.0) _____
____ (25) KISS-FM (99.5) _____
____ (26) KITY-FM (92.9) _____
____ (27) KBER-FM (100.3) _____
____ (28) KBUC-FM (106.3) _____
____ (29) Otro: _____

1 = indicated
2 = not indicated

- 0 (30)
0 (31)
____ (32) Analysis: 1 = no favorites; 2 = Span; 3 = Span & Eng; 4 = Eng;
5 = Eng with Span programming; 6 = Eng & Eng with Span programming
0 (33)

3. QUE CLASE DE MUSICA LE GUSTA?
(WHAT TYPE OF MUSIC DO YOU LIKE?)

- (34) Todas _____
 (35) Ranchera _____
 (36) Nortena _____
 (37) Boleros _____
 (38) Cumbia _____
 (39) Rock _____
 (40) Mexicana _____
 (41) Corridos _____
 (42) Romantica antique _____
 (43) Romantica moderna _____
 (44) Romantica sentimental _____
 (45) Instrumental _____
 (46) Mariachi _____
 (47) Contemporaneo _____
 (48) Valses _____
 (49) Am Western _____
 (50) Tango _____
 (51) Tropical _____
 (52) Marimba, Veracruzana _____
 (53) Clasica _____
 (54) Flamenco, espanola _____
 (55) Latina _____
 (56) Soul _____
 (57) Tejana _____
 (58) Otro: _____
 (59) No se, no me interesa _____

1 = indicated
2 = not indicated

- 3 = (00) Polka _____
 4 = (00) Conjunto _____
 5 = (00) Orquesta _____
 6 = (00) Trio _____

- (60) 4. TIENE TELEVISION? (DO YOU HAVE A TELEVISION?)
 Si _____ 3 = No _____ (Siga con 7)

ES DE COLORES? (IS IT IN COLOR?)

- 1 = Color _____
 2 = B & W _____

5. QUE COLORES LE LLAMAN LA ATENCION CUANDO VE LA TELEVISION?
(WHAT COLORS ATTRACT YOUR ATTENTION WHEN YOU WATCH TV?)

- (61) Red (Rojo) _____
 (62) Green (Verde) _____
 (63) Blue (Azul) _____
 (64) Yellow (Amarillo) _____
 (65) White (Blanco) _____
 (66) Black (Negro) _____
 (67) Otro: _____
 (68) No se _____

1 = indicated
 2 = not indicated

0 (69)

___ (70)

5c. PUEDE RECIBIR EL CANAL 41, KWEX? (DO YOU RECEIVE CHANNEL 41, KWEX?)

1 = Sí ___

2 = No ___

___ (71)

6. TIENE DIFICULTAD RECIBIENDO ALGUNOS CANALES DE TELEVISION?
(DO YOU HAVE ANY DIFFICULTY GETTING ANY CHANNELS ON TV?)

1 = Sí ___

2 = No ___

CUALES NO RECIBE BIEN? (WHICH GIVE YOU TROUBLE?)

___ (72) ___ KLRN Canal 9

___ (73) ___ WOAI Canal 4

___ (74) ___ KENS Canal 5

___ (75) ___ KSAT Canal 12

___ (76) ___ KWEX Canal 41

0 (77)

0 (78)

0 (79)

0 (80)

0 (81)

0 (82)

0 (83)

1 = indicated

2 = not indicated

0 = no problems or
no TV

7. CUANDO VE LA TELEVISION? (WHEN DO YOU WATCH TV?)

___ (84) Weekdays: 1 = AM ___; 2 = Afternoon ___; 4 = Evening ___

___ (85) Sabado: 1 = AM ___; 2 = Afternoon ___; 4 = Evening ___

___ (86) Domingo: 1 = AM ___; 2 = Afternoon ___; 4 = Evening ___

Coding:

1 = AM only

2 = Afternoon only

3 = AM & afternoon

4 = Evening only

5 = Evening & AM

6 = Evening & afternoon

7 = All day

8 = Doesn't watch

8. CUALES SON SUS PROGRAMAS DE TELEVISION MAS FAVORITOS?
(WHAT ARE YOUR FAVORITE TELEVISION PROGRAMS?)

- (87) No. of programs mentioned
- (88) No. Mex. or Spanish
- (89) No. Movies
- (90) No. Soap Operas
- (91) No. Detective
- (92) No. Children's
- (93) No. Sports
- (94) No. News
- (95) No. Public Affairs/Doc.
- (96) No. Educational
- (97) No. Talk
- (98) No. Musical Variety
- (99) No. Comedy Variety
- (100) No. Sit. Comedy
- (101) No. Drama
- (102) No. Western
- (103) No. Specials
- (104) No. Game Shows
- (105) No. Other

9. QUE CLASE DE PROGRAMA HICIERA USTED SI TUVIERA MEDIA HORA EN EL
CANAL 9, KLRN? (WHAT TYPE OF PROGRAM WOULD YOU PRODUCE IF YOU HAD
HALF AN HOUR ON CHANNEL 9, KLRN?)

(Remind interviewee that this is a public TV, not commercial.)

- (106) Span/Mex
- (107) Bilingual
- (108) Movies
- (109) Soap Operas
- (110) Detective
- (111) Children
- (112) Sports
- (113) Expose Problems
- (114) Educational
- (115) Talk; Panel
- (116) Cultural
- (117) Music
- (118) Comedy-Variety
- (119) Situation Comedy
- (120) Drama
- (121) Western
- (122) Specials
- (123) Crime-Violence
- (124) Family
- (125) News-General
- (126) News-Local
- (127) News-National
- (128) News-International
- (129) Other
- (130) Cooking
- (131) Nature/Outdoor
- (132) Programs with M.A.'s

- 1 = mentioned
- 2 = not mentioned
- 3 = mentioned Span/Mex
- 4 = does not want
- 5 = don't know

10. QUE TIPO DE INFORMACION LE GUSTARIA VER EN LA TELEVISION?
(WHAT TYPE OF INFORMATION WOULD YOU LIKE TO SEE ON TV?)

- ☐ (133) News-General
- ☐ (134) News-Local
- ☐ (135) News-National
- ☐ (136) News-International
- ☐ (137) Spanish
- ☐ (138) Local Govt.
- ☐ (139) State Govt.
- ☐ (140) Fed. Govt.
- ☐ (141) Politics
- ☐ (142) History
- ☐ (143) Community Organizations
- ☐ (144) Economics
- ☐ (145) Language instruction
- ☐ (146) Instructional
- ☐ (147) Law-rights
- ☐ (148) Schools-Education
- ☐ (149) Drugs
- ☐ (150) Sports News
- ☐ (151) Raising Children/Teenagers
- ☐ (152) Other

- = mentioned
- = not mentioned
- = mentioned Span/Mex
- = does not want
- = don't know

11. EN QUE IDIOMA DEBERIA SER ESTA INFORMACION?
(IN WHAT LANGUAGE SHOULD THESE PROGRAMS BE PRESENTED?)

(153)

- 1 = Spanish
- 2 = Bilingual
- 3 = English
- 4 = Otro
- 5 = No se

(154)

12. HA VISTO EL CANAL 9, KLRN, DURANTE EL MES PASADO?
(HAVE YOU WATCHED CHANNEL 9, KLRN, DURING THE LAST MONTH?)

1 = Si _____ 2 = No _____ 3 = No se _____

QUE PROGRAMAS HA VISTO? (WHAT PROGRAMS HAVE YOU SEEN?)

(155) Sesame Street _____

(156) Electric Company _____

(157) Mister Rogers _____

(158) Soul _____

(159) Black Journal _____

(160) Zoom _____

(161) Carrascolendas _____

(162) Periodico _____

(163) Other: _____

Otros Programas: _____

0 = hasn't seen 9

1 = indicated

2 = not indicated

13. VE USTED LOS PROGRAMAS MEXICANOS EN LA TELEVISION?
(DO YOU WATCH THE MEXICAN PROGRAMS ON TV?)

(164)

1 = Si _____ 2 = No _____ (Siga con 14)

13a. QUE LE GUSTA Y QUE NO LE GUSTA DE ESTOS PROGRAMAS?
(WHAT DO YOU LIKE OR NOT LIKE ABOUT THESE PROGRAMS?)

(165) Language: _____

1 = like _____; 2 = dislike _____

(166) Mexican Music: _____

1 = like _____; 2 = dislike _____

(167) Comedies: _____

1 = like _____; 2 = dislike _____

(168) Music: _____

1 = like _____; 2 = dislike _____

(169) Movies: _____

1 = like _____; 2 = dislike _____

(170) Commercials: _____

1 = like _____; 2 = dislike _____

(171) Broadcast time: _____

1 = like _____; 2 = dislike _____

(172) EN SAN ANTONIO

1 = like _____; 2 = dislike _____

(173) Marta Tijerina: _____

1 = like _____; 2 = dislike _____

(174) Language: _____

1 = like _____; 2 = dislike _____

(175) Music: _____

1 = like _____; 2 = dislike _____

(176) Information: _____

1 = like _____; 2 = dislike _____

(177) Broadcast time: _____

1 = like _____; 2 = dislike _____

0 = does not watch

1 = like

2 = dislike

3 = both like and dislike

4 = not mentioned

- (178) CARRASCOLENDAS: 1 = like ____; 2 = dislike ____
 (179) Language: 1 = like ____; 2 = dislike ____
 (180) Content being taught: 1 = like ____; 2 = dislike ____
 (181) Music and entertainment: 1 = like ____; 2 = dislike ____
 (182) Characters and puppets: 1 = like ____; 2 = dislike ____
 (183) Broadcast time preference: 1 = like ____; 2 = dislike ____
 1 = 7:30am ____
 2 = 10:00am ____
 3 = 12:00am ____
 4 = 2:00pm ____
 5 = 4:00pm ____
 6 = 6:00pm ____
 7 = 8:00pm ____

- (184) Novelas 1 = like ____; 2 = dislike ____

POR QUÉ LE GUSTAN LAS NOVELAS?
 (WHY DO YOU LIKE NOVELAS?)

- (185) ____ por el sentimiento y emoción
 (186) ____ por la historia
 (187) ____ por los actores
 (188) ____ por el ambiente
 (189) ____ porque son románticas
 (190) ____ porque son triste
 (191) ____ porque son dramáticas
 (192) ____ porque son cómicas
 (193) ____ porque refleja el realismo de la vida
 (194) ____ porque identifico con los personajes
 (195) ____ porque trae a la memoria localidades conocidos
 (196) ____ otro

Coding for (178) thru (184):

- 0 = does not watch
 1 = like
 2 = dislike
 3 = like and dislike
 4 = not mentioned

Coding for (185) thru (196):

- 0 = hasn't seen
 1 = indicated
 2 = not indicated

0 (197)
 (198)

14. VE LAS NOTICIAS DE LA TARDE?
 (DO YOU WATCH THE AFTERNOON NEWS?)

1 = Sí 2 = No (Siga con 17)

 (199)

15. EN LA TARDE, VE LAS NOTICIAS LOCALES, NACIONALES
 O LAS DOS?
 (IN THE AFTERNOON, DO YOU WATCH THE LOCAL NEWS,
 NATIONAL NEWS, OR BOTH?)

1 = Locales 2 = Nacionales 3 = Las dos

16. EN QUE CANAL VE LAS NOTICIAS DE LA TARDE?
 (ON WHAT CHANNEL DO YOU WATCH THE AFTERNOON NEWS?)

 (200) KENS Canal 5 (CBS)
 (201) WOAI Canal 4 (NBC)
 (202) KSAT Canal 12 (ABC)
 (203) KLRN Canal 9 (PBS)
 (204) KWEX Canal 41
 (205) Todos o cualquier
 (206) No se
0 (207)
0 (208)
0 (209)

1 = indicated
 2 = not indicated
 3 = no ve las noticias

 (210)

17. VE LAS NOTICIAS DE LA NOCHE?
 (DO YOU WATCH THE LATE NEWS - 10 p.m.?)

1 = Sí 2 = No (Siga con 19)

18. EN QUE CANAL VE LAS NOTICIAS DE LA NOCHE?
 (ON WHAT CHANNEL DO YOU WATCH THE LATE NEWS - 10 p.m.?)

 (211) KENS Canal 5 (CBS)
 (212) WOAI Canal 4 (NBC)
 (213) KSAT Canal 12 (ABC)
 (214) KLRN Canal 9 (PBS)
 (215) KWEX Canal 41
 (216) Todos o cualquier
 (217) No se
0 (218)
0 (219)
0 (220)

1 = indicated
 2 = not indicated
 3 = no ve las noticias

___ (221)

19. ESCUCHA LAS NOTICIAS POR RADIO?
(DO YOU LISTEN TO THE NEWS ON THE RADIO?)
1 = Si _____ 2 = No _____ (Siga con 21)

___ (222)

20. QUE TAN SEGUIDO LAS OYE?
(HOW OFTEN DO YOU HEAR THEM?)
1 = mas que una vez al dia _____
2 = una vez al dia _____
3 = ocasionalmente _____

___ (223)

21. LEE EL PERIODICO DIARIAMENTE?
(DO YOU READ THE NEWSPAPER OFTEN?)
CUAL PERIODICO LEE? (WHICH NEWSPAPER DO YOU READ?)
1 = San Antonio Light _____
2 = San Antonio Express _____
3 = San Antonio News _____
4 = The Sun _____
5 = _____
6 = _____

___ (224)

22. DE CUAL DEPENDE MAS PARA SU INFORMACION Y NOTICIAS?
(ON WHICH DO YOU DEPEND ON MOST FOR INFORMATION AND NEWS?)
1 = television _____
2 = radio _____
3 = periodico _____
4 = otro: _____
5 = no se _____
6 = vecinos, _____
familia, o amigos _____

23. QUE CONSIDERA USTED QUE SEAN LOS PROBLEMAS DE LA COMUNIDAD
DE HABLA ESPANOL?
(WHAT DO YOU THINK ARE THE PROBLEMS OF THE SPANISH-
SPEAKING COMMUNITY?)

- ☐ (225) Apathy
- ☐ (226) Drugs/alcohol
- ☐ (227) Employment
- ☐ (228) Education
- ☐ (229) Discrimination
- ☐ (230) Transportation
- ☐ (231) Streets, lights, sidewalks
- ☐ (232) Lack of unity/communication
- ☐ (233) Housing
- ☐ (234) Local Government
- ☐ (235) Family Planning
- ☐ (236) Pollution
- ☐ (237) Crime
- ☐ (238) Language
- ☐ (239) Taxes
- ☐ (240) Poverty
- ☐ (241) Population Growth
- ☐ (242) Legal Problems
- ☐ (243) Sanitation/Health
- ☐ (244) Government Services
- ☐ (245) Recreation
- ☐ (246) Personal Problems
- ☐ (247) Fed. Government
- ☐ (248) Police Brutality
- ☐ (249) Juvenile
- ☐ (250) Lack of Mex/amer. T.V.
- ☐ (251) No sabe, No Prob.
- ☐ (252) Other

- 1 = indicated
2 = not indicated
3 = not problem
4 = too many to mention (on Other only)

____ (253) 24. TIENE TELEFONO? (DO YOU HAVE A TELEPHONE?)
1 = Si _____ 2 = No _____

(254)

25. CUANTOS ANOS HA VIVIDO EN SAN ANTONIO?
(HOW MANY YEARS HAVE YOU LIVED IN SAN ANTONIO?)

- 1 = menos de 1 _____
 2 = 1 a 4 _____
 3 = 4 a 8 _____
 4 = mas de 8 _____

(255)

(256)

26. QUE ES SU OCUPACION? (WHAT IS YOUR OCCUPATION?)

- 01 = housewife _____
 02 = retired _____
 03 = student _____
 04 = military _____
 05 = service workers _____
 (ex. janitor, sanitation, police, firemen, gardeners)
 06 = clerical _____
 07 = sales _____
 08 = professional, managerial _____
 09 = laborers _____
 10 = agricultural _____
 11 = craftsmen, foremen _____
 12 = private household workers _____
 13 = other _____
 14 = unemployed _____
 15 = semi-professional (WC) _____
 16 = semi-craftsmen (BC) _____

(257)

27. CUANTOS ANOS DE EDUCACION FORMAL HA CUMPLIDO?
(HOW MANY YEARS OF SCHOOLING HAVE YOU HAD?)

- 1 = 4 o menos _____
 2 = 5 a 8 _____
 3 = 9 a 11 _____
 4 = high school graduate _____
 5 = some college _____
 6 = two year college _____
 7 = four year college graduate _____
 8 = post graduate _____
 9 = no formal education _____

28. QUE ES SU APELLIDO?

(258)

TENIENDO APELLIDO ESPANOL, QUE SE CONSIDERA USTED?

(259)

(HAVING A SPANISH SURNAME, WHAT DO YOU CONSIDER YOURSELF?)

(Pause, if no answer, read all.)

01 = Mexicano, Mexican

02 = Mexican-American

03 = American of Mex. Descent

04 = American

05 = Chicano

06 = Spanish, Hispano

07 = Latino, Latin

08 = Mexican-Indian

09 = Puerto Rican

10 = Tejano

11 = Mexicano-Tejano

12 = Otro

(260)

29. QUE ES SU EDAD? (HOW OLD ARE YOU?)

1 = 16 to 20

2 = 21 to 24

3 = 25 to 29

4 = 30 to 34

5 = 35 to 44

6 = 45 to 49

7 = 50 to 64

8 = 65 and over

GRACIAS POR SU COOPERACION

(261)

Sex: 1 = Male 2 = Female

(262)

Language: 1 = Spanish 2 = Bilingual 3 = English

(263)

Day: 1 = lunes
2 = martes
3 = miercoles
4 = jueves
5 = viernes
6 = sabado
7 = domingo(264)
(265)

Interviewer:

1 =
2 =
3 =
4 =
5 =
6 =
7 =
8 =
9 =

— (266) Survey Day
— (267)

— (268) Barrio:
— (269)

- 1 =
- 2 =
- 3 =
- 4 =
- 5 =
- 6 =
- 7 =
- 8 =
- 9 =
- 10 =
- 11 =
- 12 =
- 13 =
- 14 =
- 15 =
- 16 =
- 17 =

COMMENTS:

A P P E N D I X B

FREQUENCY TABULATIONS FOR QUESTIONS
ASKED IN THE TELEPHONE SURVEY AND THE
FIELD SURVEY IN AUSTIN AND SAN ANTONIO, TEXAS

1445

Tables 1 through 6 are the frequency tabulations for each question asked in both surveys in both cities. Tabulations are reported for each city individually in each survey. Where applicable, tabulations are reported for the telephone survey and the field survey individually, for Austin respondents from both surveys, for San Antonio respondents from both surveys and the total count for responses from both surveys in both cities. Those questions or items indicated by an asterisk were asked only in one of the two surveys.

All figures except means are in percentages of the number of respondents shown as the "N" for that survey in that city. All percentages were rounded off to the nearest whole number, therefore, totals sometimes equal one percent over or under one hundred percent. In those questions where more than one choice was available, the responses total more than one hundred percent.

Chapter 3, Basic Tabulation Results, explains the statistics reported in this appendix.

TABLE 1

Demographic Characteristics

	Telephone Survey		Field Survey		Combined Surveys	
	Austin	San	Austin	San	Austin	San
A. Sex of respondents.						
Male	44%	26%	32%	25%	36%	27%
Female	57	74	68	75	64	73
B. Age of respondents.						
ages 16 to 20	12%	12	12	17	14	13
21 to 24	16	18	17	12	14	15
25 to 29	12	11	12	11	12	11
30 to 34	10	8	9	11	11	9
35 to 44	18	14	15	19	18	16
45 to 49	9	11	10	9	9	10
50 to 64	18	18	18	17	17	18
65 and over	5	8	7	5	5	8
Mean in years of age		38			36.7	38.8
C. Education of respondents.						
No formal educ.	4%	6	9	13	6	7
Under grade 4	17	14	15	17	16	21
Grades 5 to 8	19	21	21	31	23	23
Grades 9 to 11	18	21	20	20	22	21
High school grad.	16	18	18	12	16	17
Some college	9	5	6	4	6	5
2 yrs. college	5	4	2	2	4	4
College graduate	8	2	4	<1	5	3
Post graduate	4	1	2	--	2	1
Mean in years of education		8.2			8.6	8.1
				7.7		14.7

TABLE 1--continued

	Telephone Survey		Field Survey		Combined Surveys	
	Austin N=352	San Antonio Both N=739	Austin N=248	San Antonio Both N=260	Austin N=600	San Antonio Both N=999
D. Occupation of respondents.						
Housewife	30%	42%	54%	50%	40%	44%
Retired	4	3	5	12	4	6
Student	17	11	9	10	14	10
Military	1	<1	--	<1	<1	<1
Service worker	11	12	4	7	8	11
Clerical	5	3	<1	2	3	2
Sales	4	2	1	<1	3	1
Professional, mgr.	8	5	3	2	6	4
Laborer	4	3	10	5	7	4
Agricultural	<1	<1	--	--	<1	<1
Craftsman, foreman	10	7	1	3	6	6
Pvt. household wkr.	<1	1	3	2	2	1
Other	4	2	3	4	3	2
*Unemployed						
*Semi-professional white collar			2	<1		
*Semi-professional blue collar			2	1		
E. Ethnic label preference.						
Mexicano, Mexican	37%	35	33	34	36	35
Mexican-American	25	32	35	11	29	31
American of Mexican descent	2	2	2	4	2	2
American	7	10	4	13	6	11
Chicano	11	2	10	2	10	2
Hispano, Spanish	4	3	2	<1	3	2

*All items in this table with an asterisk were asked only in one of the two surveys.

TABLE 1--continued

	Telephone Survey		Field Survey		Combined Surveys	
	Austin	San Antonio	Austin	San Antonio	Austin	San Antonio
E. Ethnic label preference cont.	N=352	N=739	N=248	N=260	N=600	N=1599
	Both	Both	Both	Both	Both	Both
Latino, Latin	6%	1%	4%	2%	5%	1%
Mexican-Indian	<1	<1	2	<1	1	<1
Puerto Rican	2	<1	--	--	1	<1
Tejano	<1	<1	2	<1	1	<1
Mexicano-Tejano	5	<1	--	1	3	<1
Other	<1	3	9	10	4	5
*Latin American	--	4				
*Cuban	--	<1				

F. Language of interview.

Spanish	34%	39	28	42	31	40
Bilingual	28	37	40	35	33	37
English	38	23	32	23	35	23

G. Length of residence in same city.

Less than 1 year	6%	2	1	2	4	2
1 to 4 years	14	5	5	3	10	4
5 to 8 years	7	5	3	5	6	5
More than 8 years	73	82	90	90	80	84

H. Telephone ownership.*

Owens telephone	78%	79	79	79
No telephone	22	21	21	21

I. Barrio, non-barrio residence (barrio residence was a qualification for field survey respondents).

Barrio resident	40%	33	100	100	65	51
Non-barrio resident	56	58	--	--	33	43
Undetermined	4	9	--	--	3	7

TABLE 2

Radio Usage and Favorite Music

	Telephone Survey		Field Survey		Combined Surveys	
	San Antonio Both N=739 N=1091		San Antonio Both N=248 N=260 N=508		San Antonio Both N=600 N=999 N=1599	
A. Radio ownership.*						
Owns radio	97%	88%	91%			
No radio	3	12	9			
B. AM and FM radio ownership (respondents could indicate both AM and FM ownership; therefore, responses equal over 100%.)*						
Owns AM radio	96%	87%	90%			
Owns FM radio	88	63	71			
C. Radio listenership in hours per day.*						
Less than 1 hour	28%	14	19			
1 to 4 hours	49	38	41			
5 to 8 hours	11	16	14			
More than 8 hours	9	23	19			
Mean in hours per day	2.9	4.1	3.7			
D. Radio listenership by time periods during the day.* (More than one response was available.)						
6 a.m. to 10 a.m.	75%	55	61			
10 a.m. to 3 p.m.	21	29	26			
3 p.m. to 7 p.m.	27	30	29			
7 p.m. to 12 p.m.	28	23	25			
Other time	4	6	5			
E. Language of favorite radio stations.						
No favorites	13%	10	11	12	9	10
						11

*All items in this table with an asterisk were asked only in one of the two surveys.

TABLE 2--continued

	Telephone Survey San		Field Survey San		Combined Surveys San	
	Austin	Antonio Both	Austin	Antonio Both	Austin	Antonio Both
	N=352	N=739	N=248	N=260	N=600	N=999
E. Language of favorite radio stations cont.						
Span. language sta.	13%	42%	3%	50%	9%	31%
Spanish and English language stations	40	23	46	18	43	15
Eng. language sta.	32	28	39	24	35	25
F. Listenership of KUT-FM, public radio, during the month prior to the interview. (Available only in Austin.)						
Yes	16%		9		13	
No	84		91		87	
G. Favorite types of music.* (More than one choice was available.)						
Todas (all types)	23%	22	23%	22	22	22
Rancheras	11	17	11	17	14	14
Norteña	<1	<1	<1	<1	<1	<1
Boleros	3	7	3	7	5	5
Cumbia	1	2	1	2	1	1
Rock	15	9	15	9	12	12
Mexicana	48	34	48	34	41	41
Corridos	<1	4	<1	4	2	2
Romantica antigua	--	2	--	2	<1	<1
Romantica moderna	--	--	--	--	--	--
Romantica sentimental	--	--	--	--	--	--
Instrumental	--	--	--	--	--	--
Mariachi	--	<1	--	<1	<1	<1
Contemporanco	1	4	1	4	3	3
Valses (Waltzes)	--	3	--	3	2	2
American western	5	2	5	2	4	4
Tango	--	<1	--	<1	<1	<1

TABLE 2--continued

	Telephone Survey		Field Survey	
	Austin Antonio Both N=352	N=739	Austin Antonio N=248	San Antonio N=260
G. Favorite types of music cont.				
Tropical	--	--	--	--
Marimba, Veracruzana	--	--	--	--
Clasica (classical)	--	--	3%	6%
Flamenco, Española	--	--	--	--
Latina	--	--	--	--
Soul	--	--	4	4
Tejana	--	--	--	--
Polka	--	--	3	12
Conjunto	--	--	--	1
Orquesta	--	--	--	<1
Don't know, don't care	--	--	4	2
Other	--	--	9	14

Tables 7 through 12 are the frequency counts for five variables individually cross-tabulated with selected media questions. Table 7 indicates which cross-tabulations are statistically significant and which are not significant, indicated either by the level of significance or the letters "NS." Table 8 has the individual frequency counts for cross-tabulations of socio-economic status by the selected media questions. Only the significant relationships are reported. Table 9 through 12 are identical to Table 8 except that they are cross-tabulations by language, ethnic label, sex and age, in that order.

The level of significance with the degrees of freedom and the chi square noted are given for each variable. All figures are percentages of the total number of cases for that variable, indicated by the "N" for each variable. The percentages are rounded off to the nearest whole numbers,

TABLE 3

Television Usage

Telephone Survey		Field Survey	
San		San	
Austin Antonio	Both	Austin Antonio	Both
N=352	N=674	N=1026	N=248
		N=260	

A. Television ownership, color or black and white television.
(The "N"'s change to adjust for missing data.)

Color TV	48%	44%	45%	33%	34%
Black and white	48	54	52	63	62
No TV	4	2	3	4	2

B. UHF television ownership.

Has UHF television	90%	78	82	92	87
No and no answer	10	22	18	8	13

C. Cable television ownership (cable TV is not available in San Antonio)

Has cable TV	30%			44	
No and no answer	70			56	

D. KLRN-TV (PBS) viewership during the month prior to the interview

Watch KLRN	43%	14	24	25	23
No and no answer	57	86	76	75	77

E. TV reception problems of the PBS channel. (Only the PBS reception problems of the only station available in both San Antonio and Austin are reported.)

KLRN-TV (PBS)	7%	11	10	5	22
---------------	----	----	----	---	----

F. Television viewership in hours per day.*

Less than 1 hour	9%	3	5
------------------	----	---	---

*All items in this table with an asterisk were asked only in on

listed at the top of the table for the variable cross-tabulated in that case, but cannot be compared for the values listed on the left margin. For example, in Table 9, the tabulations by the language of the interview, comparison of results should read: "Of the respondents that spoke Spanish, how many answered _____ compared to the respondents who spoke English that answered _____ to the same item?" Comparison of these counts can also be made to what the total sample answered regardless of which language they spoke.

All variables were edited for cross-tabulations as explained in Chapter 2, The Data Base. Chapter 4, Basic Cross-Tabulations, is an explanation of the cross-tabulations reported in this appendix.

TABLE 3--continued

Telephone Survey San	Field Survey San	Combined Surveys San
Austin Antonio Both N=352 N=739 N=1091	Austin Antonio Both N=248 N=260 N=508	Austin Antonio Both N=600 N=999 N=1599

F. Television viewership in hours per day cont.

	San	San
1 to 2 hours	16%	8
2 to 3 hours	14	14
3 to 4 hours	14	13
4 to 5 hours	19	18
5 to 6 hours	10	14
6 to 7 hours	4	4
7 to 8 hours	3	5
More than 8 hours	7	10
Doesn't watch or no answer	4	9
Mean in hours per day	3.9	4.7
		4.4

Field Survey San	Field Survey San	Field Survey San
Austin Antonio Both N=248 N=260 N=508	Austin Antonio Both N=248 N=260 N=508	Austin Antonio Both N=248 N=260 N=508

G. Television viewership during the morning, afternoon and evening for weekdays, Saturdays and Sundays.

	Weekdays	Saturdays	Sundays
A.M. only	2%	1	4
Afternoon only	6	15	17
A.M. and afternoon	2	4	2
Evening only	32	29	26
Evening and a.m.	4	3	2
Evening & afternoon	32	27	26
All day	18	17	16
Doesn't watch	4	4	19
		14	17
		15	18
		15	154

TABLE 4--continued

	Telephone Survey		Field Survey		Combined Surveys	
	Austin N=352	San Antonio Both N=739 N=1091	Austin N=248	San Antonio Both N=260 N=508	Austin N=600	San Antonio Both N=999 N=1599
A. Community problems mentioned by the respondents cont.						
Police brutality	1%	<1%	1%	<1%	1%	<1%
Juvenile	<1	<1	3	7	2	3
Don't know, no problems	38	59	36	26	37	45
*Mexican-Americans on television	19	6	--	--	16	9
Other		10	11	15		11

* Items with an asterisk were asked only in one of the two surveys.

TABLE 5

Television Programming

	Telephone Survey		Field Survey		Combined Surveys	
	Austin Antonio Both N=352	San N=739	Austin Antonio Both N=248	San N=260	Austin Antonio Both N=600	San N=999
A. Favorite television programs. (Percentages do not equal 100% because more than one response was allowed.)						
Mexican or Spanish	15%	31%	13%	42%	14%	39%
Movies	33	30	16	31	27	30
Soap operas	26	40	28	45	27	46
Detective	27	23	21	23	25	21
Children's	3	5	4	5	4	5
Sports	14	8	4	12	10	9
News	9	17	2	7	6	14
Public affairs/Documentary	4	4	1	1	3	3
Educational	3	4	1	--	2	3
Talk	6	8	5	5	6	7
Musical variety	23	27	18	20	21	27
Comedy variety	24	26	12	13	19	24
Situation comedy	20	20	10	13	16	19
Drama	24	25	18	19	22	24
Western	26	22	21	19	24	21
Specials	4	2	1	1	3	2
Other	4	15	1	2	3	11
*Game shows			1	4		8

*All items in this table with an asterisk were asked only in one of the two surveys.

TABLE 5--continued

Telephone Survey		Field Survey		Combined Surveys	
San		San		San	
Austin	Both	Austin	Both	Austin	Both
N=352	N=739	N=248	N=508	N=600	N=1599

B. PBS programs viewed during the month prior to the interview. (More than one response was allowed.)

	3%	5%	4%	4%	4%	5%	4%
Sesame Street	1	1	1	1	1	1	1
The Electric Company	1	1	1	1	1	1	1
Misterogers Neighborhood	1	1	1	1	1	1	1
hood	1	1	1	1	1	1	1
Soul	1	1	1	1	1	1	1
Black Journal	1	1	1	1	1	1	1
*Zoom	1	1	1	1	1	1	1
Carrascollendas	4	1	2	3	5	2	3
Periodico	2	1	1	1	2	1	1
*News	1	1	1	1	1	1	1
Other	12	10	6	16	10	11	11

C. Viewership of related television programs in Austin and San Antonio, Texas.* Only the "yes" responses are reported to the question, "Have you seen (program title)?" (More than one response was allowed.)

Carrascollendas	17%	8	11
Periodico	15	13	14
*Austin Presenta	56		
*Voces del Seminario			
Adelante	5	19	15
En San Antonio	14	32	26

D. Desired types of television programming. (More than one response was allowed.)

Spanish or Mexican	27%	13	17	33	24	28	16	21
Bilingual programs	3	1	1	1	1	1	1	1
Movies	16	15	16	4	12	8	11	13
								158

TABLE 5--continued

	Telephone Survey		Field Survey		Combined Surveys	
	Austin N=352	San Antonio Both N=739	Austin N=248	San Antonio Both N=260	Austin N=600	San Antonio Both N=999
D. Desired types of television programming cont.						
Soap operas	9%	8%	11%	10%	10%	9%
Detective	5	3	2	3	4	3
Children's	4	3	4	12	4	5
Sports	7	5	<1	7	5	5
Expose problems	3	2	--	1	2	2
Educational	9	7	5	13	8	8
Talk, panel	2	2	2	2	2	2
Cultural	3	1	2	<1	2	1
Music	8	8	18	16	12	11
Comedy variety	9	9	4	7	7	8
Situation comedy	4	3	2	6	3	3
Drama	6	4	2	4	5	4
Western	7	6	3	5	6	6
Specials	4	2	--	1	2	2
Crime-violence	<1	1	<1	--	<1	<1
Family	2	4	<1	2	2	3
News-general	1	<1	2	2	1	1
News-local	1	1	<1	--	1	1
News-national	<1	<1	--	--	<1	<1
News-international	--	<1	<1	<1	<1	<1
Other	16	18	9	12	13	16
*Cooking			--	<1		
*Nature or outdoor				2		
*Programs with Mexican-Americans			1	<1		
Don't know	8	15	35	11	19	16

TABLE 5--continued

The following questions in this table were asked only in the telephone survey or only in the field survey.

	Telephone Survey		
	Austin N=352	San Antonio N=739	Both N=1091
E. Language preference for the desired television programming.			
Spanish	41%	25%	30%
Bilingual (Tex-Mex, <u>barrio</u> , etc.)	33	35	35
English	20	27	25
Other	<1	--	<1
Don't know, doesn't matter	6	3	4
F. Viewership of Mexican programs on television.	Field Survey		
	N=248	N=260	N=508
Mexican programs are viewed	79%	74%	77%
Mexican programs are not viewed	21	26	23
G. Likes and dislikes about the Mexican programs on television. (More than one response was allowed.)			
Language liked	38%	60	49
Mexican music liked	37	55	46
Comedies liked	27	49	38
Movies liked	29	52	41
Commercials liked	25	38	31
Broadcast time liked	24	52	38
Music liked	32	52	42
Language disliked	2	2	2
Mexican music disliked	1	2	1
Comedies disliked	2	10	6
Movies disliked	1	5	3
Commericals disliked	3	19	11
Broadcast time disliked	2	2	2
Music disliked	1	2	1
H. <u>Novelas</u> (soap operas), liked or disliked.			
Like	65%	55	60
Dislike	9	6	8
No response or doesn't watch	26	39	32

TABLE 5--continued

	Field Survey		
	San		
	Austin N=248	Antonio N=260	Both N=508
I. Why do you like <u>novelas</u> ?			
Sentiment and emotion	10%	5%	7%
For the story	13	7	10
For the actors	5	6	5
Program mood	2	4	3
Because they are romantic	2	1	2
Because they are sad	7	6	6
Because they are dramatic	2	3	3
Because they are funny	<1	<1	<1
Because they are realistic	11	15	13
I identify with the characters	<1	3	2
I recognize the places	2	2	2
Other	17	19	18
No response or doesn't watch	30	29	29

TABLE 6

News and Information

	Telephone Survey		Field Survey		Combined Surveys	
	Austin	San Antonio Both	Austin	San Antonio Both	Austin	San Antonio Both
	N=352	N=739	N=248	N=260	N=600	N=1599
A. Desired types of news and information on television.						
News in general	15%	14%	14%	27%	22%	17%
Local news	30	17	21	12	29	16
National news	11	6	7	6	8	6
International news	6	9	8	7	6	9
Spanish	7	1	3	<1	6	4
Local government	3	3	--	4	2	4
State government	1	2	<1	4	1	2
Federal government	1	3	--	4	<1	3
Politics	8	4	3	7	6	5
History	7	2	<1	4	5	3
Community organiza-						
tions	7	2	4	<1	5	3
Economics	1	1	--	<1	<1	1
Language instruction	1	<1	--	<1	<1	<1
Instructional	6	4	1	2	4	3
Law-rights	2	1	1	2	2	1
Schools/education	8	7	11	14	9	8
Drugs	5	3	13	8	8	4
Other	20	19	20	28	20	21
Don't know	8	18	6	1	7	13
*Sports news			5	2		11
*Raising children						
and teens			<1	<1		
B. Preferred language of the desired news and information.						
Spanish	34%	23	35	22	34	23
				29		27

*All items in this table with an asterisk were asked only in one of the two surveys.

TABLE 6--continued

	Telephone Survey		Field Survey		Combined Surveys	
	Austin	San	Austin	San	Austin	San
	N=352	N=739	N=248	N=260	N=600	N=999
	Both	Both	Both	Both	Both	Both
	N=1091	N=1091	N=508	N=508	N=1599	N=1599
B. Preferred language of the desired news and information cont.						
Bilingual (Tex-Mex)	31%	42%	20%	51%	26%	44%
Pocho, Barrio)	28	30	42	24	34	29
English	<1	--	--	--	<1	--
Other	7	5	2	2	5	5
No opinion						
C. Primary news and information sources.						
Television	36%	35	52	35	44	35
Radio	21	30	28	42	24	33
Newspaper	38	25	15	21	28	24
Other (friends, family, etc.)	4	9	5	2	4	7
D. Afternoon (6:00 p.m.) news viewership.*						
Watches 6:00 p.m. news			87%	84		85
Doesn't watch			13	16		15
E. Afternoon (6:00 p.m.) local news, national news or both viewership.*						
Watches local news only			17%	16		16
Watches national news only			2	3		3
Watches both			67	65		66
F. Evening (10:00 p.m.) news viewership.*						
Watches 10:00 p.m. news			73%	82		77
Doesn't watch			27	18		23

TABLE 6--continued

The following questions in this table were asked only in the field survey.

	Field Survey		
	Austin N=248	San Antonio N=260	Both N=508
G. Radio news listenership.			
Listens to radio news	79%	87%	83%
Doesn't listen	21	13	17
H. Frequency of radio news listenership.			
Listens once a day	15%	11	14
Listens occasionally	23	22	22
Listens more than once a day	45	54	50
I. Newspaper readership.			
Reads the newspaper	70%	62	66
Doesn't read the newspaper	30	38	34

A P P E N D I X C

STATISTICALLY SIGNIFICANT AND NON-SIGNIFICANT
CROSS-TABULATION RELATIONSHIPS BETWEEN
SOCIO-ECONOMIC STATUS, ETHNIC LABEL, SEX,
AGE, LANGUAGE OF INTERVIEW AND SELECTED MEDIA QUESTIONS

TABLE 7

Probability of Chi Squares of Relationships
Between Socio-Economic Status, Ethnic Label, Sex,
Age, Language of Interview and
Selected Media Questions

<u>Media Variables</u>	<u>Demographic Variables</u>				
	<u>SES</u>	<u>Lang.</u>	<u>Ethnicity</u>	<u>Sex</u>	<u>Age</u>
Socio-economic status.		.01	.01	.01	.01
Ethnic label.	.01	.01		.01	.01
Sex.	.01	.05	.01		NS*
Age.	.01	.01	.01	NS	
Language of interview.	.01		.01	.05	.01
Length of residence in the same city.	.01	.01	NS	.10	.01
Favorite type of radio station.	.01	.01	.01	.01	.01
Television ownership.	.01	.01	.01	.05	.01
UHF ownership.	.10	.10	NS	NS	NS
Favorite types of televi- sion programs					
Mexican or Spanish	.01	.01	.01	.01	.01
Movies	.01	.01	.01	.05	.01
Soap operas	.01	.01	.01	.01	.01
Detective	.01	.01	.01	.01	.01
Musical variety	.01	.01	.01	NS	.01
Comedy variety	.01	.01	.01	NS	.01
Situation comedy	.01	.01	.01	NS	.01

*NS means not significant.

TABLE 7--continued

<u>Media Variables</u>	<u>Demographic Variables</u>				
	<u>SES</u>	<u>Lang.</u>	<u>Ethnicity</u>	<u>Sex</u>	<u>Age</u>
Dramas	.01	.01	.01	NS	.01
Problems of the Mexican community:					
Employment	NS	.05	NS	NS	NS
Education	.01	.01	.05	.01	.01
Discrimination	.05	NS	NS	NS	NS
Unity/communication	.01	.01	NS	.01	.05
Poverty	NS	NS	NS	NS	NS
No problems	.01	.01	.01	.01	.01
Desired types of television programs:					
Spanish/Mexican	.01	.01	.01	NS	.01
Movies	NS	NS	NS	NS	NS
Education	.05	.10	.05	NS	NS
Music	NS	NS	NS	NS	NS
Comedy variety	.10	NS	.05	NS	.05
Desired types of information on television:					
News, general	.01	.01	.01	NS	.01
News, local	.10	NS	.10	NS	.05
News, national	NS	.05	.10	NS	NS
News, international	.05	NS	NS	.10	NS
Political	.05	NS	NS	.05	NS
Drugs	.05	.01	.01	.10	.01
Language preference of the desired information.	.01	.01	.01	.10	.01

TABLE 7--continued

<u>Media Variables</u>	<u>Demographic Variables</u>				
	<u>SES</u>	<u>Lang.</u>	<u>Ethnicity</u>	<u>Sex</u>	<u>Age</u>
PBS television viewership during the month prior to the interview.	.01	.01	NS	.10	.01
PBS program viewership during the month prior to the interview:					
<u>Sesame Street</u>	.05	.05	NS	NS	.01
<u>Carrascolendas</u>	NS	NS	NS	.01	NS

TABLE 8

Cross-Tabulations Showing a Statistically Significant Relationship Between Socio-Economic Status and Selected Media Questions

		SES				
		(Higher)		(Lower)		
		Total	Q1	Q2	Q3	Q4
			24%	25%	17%	34%
A. Ethnic label.		N=1322				
chi sq.=39	Mexican	43%	23	36	52	58
9 d.f.	Mexican-American	40	51	48	33	29
p<.01	Chicano	6	14	5	4	3
	American	11	12	11	10	10
B. Sex of respondent.		N=1599				
chi sq.=81	Male	31%	46	33	15	28
3 d.f.	Female	69	54	67	86	72
p<.01						
C. Age of respondent.		N=1598				
chi sq.=729	ages 16-20	14%	42	8	4	3
21 d.f.	21-24	11	18	15	10	4
p<.01	25-29	11	13	20	11	4
	30-34	10	7	17	11	6
	35-44	16	9	19	24	16
	45-49	10	6	7	11	15
	50-64	19	6	13	23	31
	65 and up	9	1	1	7	22
D. Language of interview.		N=1599				
chi sq.=413	Spanish	38%	13	21	42	67
6 d.f.	Bilingual	33	33	45	35	24
p<.01	English	29	54	35	23	9
E. Years residing in the same city.		N=1597				
chi sq.=48	Less than 8 yrs.	14%	24	14	12	8
3 d.f.	More than 8 yrs.	86	76	86	88	92
p<.01						
F. Favorite type of radio stations.		N=1407				
chi sq.=324	Spanish sta.	37%	12	28	42	60
6 d.f.	Span/Eng. sta.	29	24	30	34	30
p<.01	English sta.	34	64	43	24	10

TABLE 8--continued

		SES				
		(Higher)		(Lower)		
		Total	Q1	Q2	Q3	Q4
			24%	25%	17%	34%
G. Television ownership.		N=1599				
chi sq.=46	Color TV	41%	46	51	35	32
6 d.f.	No color TV	56	51	48	61	64
p<.01	No TV	3	3	1	4	4
H. UHF ownership.		N=1599				
chi sq.=8	Yes	88%	90	91	86	86
3 d.f.	No	12	11	9	15	14
p<.01						
I. Favorite TV programs		N=1599				
(classified by types).						
chi sq.=133	Spanish/	31%	16	23	30	49
3 d.f.	Mexican					
p<.01						
chi sq.=41	Movies	N=1599	25	33	30	17
3 d.f.						
p<.01						
chi sq.=106	Soap operas	N=1599	40	21	36	49
3 d.f.						62
p<.01						
chi sq.=48	Detect. ve	N=1599	22	29	28	22
3 d.f.						13
p<.01						
chi sq.=31	Musical	N=1599	21	29	24	21
3 d.f.	variety					14
p<.01						
chi sq.=50	Comedy	N=1599	19	29	21	18
3 d.f.	variety					10
p<.01						
chi sq.=56	Situation	N=1599	18	30	17	18
3 d.f.	comedy					11
p<.01						
chi sq.=65	Drama	N=1599	20	32	23	16
3 d.f.						11
p<.01						

TABLE 3--continued

		SES				
		Total	(Higher)		(Lower)	
			Q1	Q2	Q3	Q4
			24%	25%	17%	34%
J.	Problems of the Spanish speaking community:	N=1599				
	chi sq.=22 Education	13	19	14	9	10
	3 d.f.					
	p<.01					
		N=1599				
	chi sq.=8 Discrimination	8	10	9	7	5
	3 d.f.					
	p<.05					
		N=1599				
	chi sq.=19 Lack of unity/communication	6	10	8	4	4
	3 d.f.					
	p<.01					
		N=1599				
	chi sq.=30 No problem	38	30	35	36	47
	3 d.f.					
	p<.01					
K.	Desired TV programming:	N=1599				
	chi sq.=52 Spanish/Mexican	22	15	15	21	32
	3 d.f.					
	p<.05					
		N=1599				
	chi sq.=8 Educational	8	11	8	7	6
	3 d.f.					
	p<.01					
		N=1599				
	chi sq.=7 Comedy variety	8	10	10	8	6
	3 d.f.					
	p<.10					
L.	Desired news and information:	N=1599				
	chi sq.=17 News, general	20	13	22	24	22
	3 d.f.					
	p<.01					
		N=1599				
	chi sq.=8 News, local	22	21	18	22	25
	3 d.f.					
	p<.10					
		N=1599				
	chi sq.=9 News, int'l.	8	11	7	5	8
	3 d.f.					
	p<.05					

TABLE 8--continued

		SES				
		(Higher)				(Lower)
Total		Q1	Q2	Q3	Q4	
		24%	25%	17%	34%	
L. Desired news and information cont.						
chi sq.=10	Politics	N=1599				
3 d.f.		5%	7%	6%	6%	3%
p<.05						
chi sq.=9	Drugs	N=1599				
3 d.f.		6	8	8	4	4
p<.05						
M. Preferred language of the desired news and information.						
chi sq.=204	Spanish	N=1519				
6 d.f.	Bilingual	30%	10	20	33	50
p<.01	English	37	40	39	35	33
		33	50	41	32	17
N. Public television viewership during the month prior to the interview.						
chi sq.=20	Watched	N=1599				
3 d.f.	Didn't watch	25	32	26	20	20
p<.01		76	69	74	80	80
O. Programs seen on public television during the month prior to the interview.						
chi sq.=9	<u>Sesame Street</u>	N=1599				
3 d.f.		4	5	6	5	2
p<.05						

TABLE 9

Cross-Tabulations Showing A Statistically Significant Relationship Between Language and Selected Media Questions

		LANGUAGE				
		Total	Spanish	Bilingual	English	
			38%	33%	29%	
A.	Socio-economic status.	N=1599				
	chi sq.=413 (higher)	1.00	24%	8	24	46
	6 d.f.	2.00	25	14	33	30
	p<.01	3.00	17	19	18	14
	(lower)	4.00	34	59	25	10
B.	Ethnic label.	N=1322				
	chi sq.=248 Mexican	43%	13	32	20	
	6 d.f. Mex/Amer.	40	22	50	53	
	p<.01 Chicano	6	2	8	11	
	American	11	8	11	15	
C.	Sex of respondent.	N=1599				
	chi sq.=8 Male	31%	27	33	35	
	2 d.f. Female	69	73	67	65	
	p<.05					
D.	Age of respondent.	N=1598				
	chi sq.=522 ages 16-20	14%	2	15	29	
	14 d.f. 21-24	11	4	12	20	
	p<.01 25-29	11	6	12	18	
	30-34	10	5	16	9	
	35-44	16	17	20	11	
	45-49	10	15	9	5	
	50-64	19	30	15	8	
	65 and up	9	20	3	<1	
E.	Years residing in the same city.	N=1597				
	chi sq.=22 Less than 8 yrs.	14%	11	12	20	
	2 d.f. More than 8 yrs.	86	89	89	80	
	p<.01					
F.	Favorite type of radio stations.	N=1407				
	chi sq.=59 Spanish sta.	37%	63	30	12	
	4 d.f. Span/Eng. sta.	29	30	38	17	
	p<.01 English sta.	34	7	32	71	

TABLE 9--continued

		LANGUAGE			
		Total	Spanish	Bilingual	English
			38%	33%	29%
G. Television ownership.	N=1599				
chi sq.=59	Color TV	41%	30	45	50
4 d.f.	No color TV	56	65	53	48
p<.01	No TV	3	5	2	2
H. UHF ownership.	N=1599				
chi sq.=5	Yes	88%	86	90	90
2 d.f.	No	12	14	11	10
p<.10					
I. Favorite TV programs:	N=1599				
chi sq.=234	Spanish/ Mexican	31%	51	28	8
2 d.f.					
p<.01					
chi sq.=68	Movies	25	15	27	37
2 d.f.					
p<.01					
chi sq.=36	Soap operas	40	56	39	21
2 d.f.					
p<.01					
chi sq.=50	Detective	22	13	27	29
2 d.f.					
p<.01					
chi sq.=53	Musical variety	21	12	28	26
2 d.f.					
p<.01					
chi sq.=72	Comedy variety	19	17	24	27
2 d.f.					
p<.01					
chi sq.=71	Situation comedy	18	8	23	26
2 d.f.					
p<.01					
chi sq.=75	Drama	20	10	21	31
2 d.f.					
p<.01					

TABLE 9--continued

		LANGUAGE			
		Total	Spanish	Bilingual	English
		38%	33%	29%	
J.	Problems of the Spanish-speaking community:	N=1599			
	chi sq.=9 Employment	7%	5	9	6
	2 d.f.				
	p<.05				
	chi sq.=19 Education	N=1599 13	8	15	16
	2 d.f.				
	p<.01				
	chi sq.=14 Lack of unity/	N=1599 6	4	7	9
	2 d.f. communication				
	p<.01				
	chi sq.=36 No problems	N=1599 38	47	30	34
	2 d.f.				
	p<.01				
K.	Desired TV programming	N=1599			
	chi sq.=74 Spanish/	22%	32	19	10
	2 d.f. Mexican				
	p<.01				
	chi sq.=6 Education	N=1599 8	6	9	10
	2 d.f.				
	p<.10				
L.	Desired news and information.	N=1599			
	chi sq.=18 News, general	20%	23	22	13
	2 d.f.				
	p<.01				
	chi sq.=8 News, nat'l.	N=1599 7	5	9	8
	2 d.f.				
	p<.05				
	chi sq.=22 Drugs	N=1599 6	3	6	9
	2 d.f.				
	p<.01				

TABLE 9--continued

		LANGUAGE			
		Total	Spanish	Bilingual	English
			38%	33%	29%
M. Preferred language of the desired news and information.					
	N=1519				
chi sq.=459	Spanish	30%	59	16	7
4 d.f.	Bilingual	37	28	48	35
p<.01	English	33	13	36	58
N. Public television viewership during the month prior to the interview.					
	N=1599				
chi sq.=18	Watched	25%	19	28	29
2 d.f.	Didn't watch	76	81	73	71
p<.01					
O. Programs seen on public television during the month prior to the interview.					
	N=1599				
chi sq.=8	<u>Sesame Street</u>	4%	3	5	6
2 d.f.					
p<.05					

TABLE 10

Cross-Tabulations Showing A Statistically
Significant Relationship Between
Ethnic Label and Selected Media Questions

		ETHNIC LABEL				
		Total	Mex.	Mex-Am.	Chicano	Amer.
		43%	40%	6%	11%	
A. Socio-economic status.	N=1322					
chi sq.=139	Higher-1.00	24%	13	31	55	27
9 d.f.	2.00	25	21	30	19	26
p<.01	3.00	16	19	13	11	15
	Lower- 4.00	35	47	25	16	32
B. Sex of respondent.	N=1322					
chi sq.=36	Male	32%	27	31	57	40
3 d.f.	Female	68	73	69	43	60
p<.01						
C. Age of respondent.	N=1322					
chi sq.=190	ages 16-20	14%	6	20	38	8
21 d.f.	21-24	11	7	14	29	11
p<.01	25-29	11	10	12	7	11
	30-34	9	8	9	11	11
	35-44	16	16	16	11	18
	45-49	10	14	8	1	10
	50-64	19	25	14	2	21
	65 and up	10	14	7	1	11
D. Language of interview.	N=1322					
chi sq.=248	Spanish	41%	64	23	11	30
6 d.f.	Bilingual	32	23	40	39	31
p<.01	English	28	13	38	50	39
E. Favorite type of radio stations.	N=1164					
chi sq.=119	Spanish sta.	40%	52	32	15	35
6 d.f.	Span/Eng sta.	28	32	23	36	25
p<.01	English sta.	32	16	44	49	40
F. Television ownership.	N=1322					
chi sq.=14	Color TV	41%	36	46	37	43
6 d.f.	No color TV	56	61	52	60	55
p<.01	No TV	3	4	3	4	1

TABLE 10--continued

			ETHNIC LABEL				
			Total	Mex.	Mex-Am.	Chicano	Amer.
				43%	40%	6%	11%
G. Favorite TV programs:	chi sq.=74	Spanish/Mexican	N=1322 32%	43	25	6	25
	3 d.f.						
	p<.01						
	chi sq.=29	Movies	N=1322 25	18	31	37	24
	3 d.f.						
	p<.01						
	chi sq.=49	Soap operas	N=1322 40	50	35	18	34
	3 d.f.						
	p<.01						
	chi sq.=18	Detective	N=1322 22	17	24	35	26
	3 d.f.						
	p<.01						
	chi sq.=17	Musical variety	N=1322 21	17	27	20	17
	3 d.f.						
	p<.01						
	chi sq.=21	Comedy variety	N=1322 19	13	24	20	18
	3 d.f.						
	p<.01						
	chi sq.=19	Situation comedy	N=1322 18	13	22	23	20
	3 d.f.						
	p<.01						
	chi sq.=31	Drama	N=1322 20	13	24	27	27
	3 d.f.						
	p<.01						
H. Problems of the Spanish speaking community:	chi sq.=8	Education	N=1322 12%	9	13	17	15
	3 d.f.						
	p<.05						
	chi sq.=19	No problem	N=1322 38	42	38	18	35
	3 d.f.						
	p<.01						

TABLE 10--continued

		ETHNIC LABEL				
		Total	Mex.	Mex-Am.	Chicano	Amer.
			43%	40%	6%	11%
I.	Desired TV programming: N=1322					
chi sq.=25	Spanish/	23%	28	18	30	15
3 d.f.	Mexican					
p<.01						
		N=1322				
chi sq.=9	Education	8	7	8	2	13
3 d.f.						
p<.05						
		N=1322				
chi sq.=8	Comedy	8	7	9	6	14
3 d.f.	variety					
p<.05						
J.	Desired news and informa- N=1322					
chi sq.=13	tion: News, general	20%	24	16	16	23
3 d.f.						
p<.01						
		N=1322				
chi sq.=7	News, local	22	20	25	29	18
3 d.f.						
p<.10						
		N=1322				
chi sq.=7	News, nat'l.	7	5	9	7	9
3 d.f.						
p<.10						
		N=1322				
chi sq.=23	Drugs	6	3	8	13	5
3 d.f.						
p<.01						
K.	Preferred language of the N=1250					
chi sq.=150	news and information. Spanish	32%	50	18	22	17
6 d.f.	Bilingual	37	30	42	44	37
p<.01	English	31	20	40	34	46

TABLE 11

Cross-Tabulations Showing A Statistically
Significant Relationship Between Sex
and Selected Media Questions

		SEX		
		Total	Male	Female
			31%	69%
A. Socio-economic status.		N=1599		
chi sq.=81	(higher) 1.00	24%	36	19
3 d.f.	2.00	25	26	24
p<.01	3.00	17	8	22
	(lower) 4.00	34	30	35
B. Ethnic label.		N=1322		
chi sq.=36	Mexican	43%	36	46
3 d.f.	Mexican-American	40	39	40
p<.01	Chicano	6	11	4
	American	11	14	10
C. Language of interview.		N=1599		
chi sq.=8	Spanish	38%	33	40
2 d.f.	Bilingual	33	35	32
p<.05	English	29	32	27
D. Years residing in the same city.		N=1597		
chi sq.=4	Less than 8 years	14%	16	13
1 d.f.	More than 8 years	86	84	87
p<.10				
E. Favorite type of radio stations.		N=1407		
chi sq.=48	Spanish stations	37%	26	42
2 d.f.	Span/Eng. stations	29	28	30
p<.01	English stations	34	46	28
F. Television ownership.		N=1599		
chi sq.=7	Color TV	41%	46	39
2 d.f.	No color TV	56	51	58
p<.05	No TV	3	3	3
G. Favorite TV programs:		N=1599		
chi sq.=28	Spanish/Mexican	31%	22	35
1 d.f.				
p<.01				
		N=1599		
chi sq.=5	Movies	25	29	23
1 d.f.				
p<.05				

TABLE 11--continued

		SEX		
		Total	Male	Female
			31%	69%
G. Favorite TV programs cont.		N=1599		
	chi sq.=122 Soap operas	40%	20	49
	1 d.f.			
	p<.01			
		N=1599		
	chi sq.=8 Detective	22	27	20
	1 d.f.			
	p<.01			
H. Problems of the Spanish speaking community:		N=1599		
	chi sq.=11 Education	13%	17	11
	1 d.f.			
	p<.01			
		N=1599		
	chi sq.=17 Lack of unity/communication	6	10	5
	1 d.f.			
	p<.01			
		N=1599		
	chi sq.=12 No problems	38	31	41
	1 d.f.			
	p<.01			
I. Desired news and information:		N=1599		
	chi sq.=3 International news	8%	10	7
	1 d.f.			
	p<.10			
		N=1599		
	chi sq.=4 Politics	5	7	4
	1 d.f.			
	p<.05			
		N=1599		
	chi sq.=3 Drugs	6	4	7
	1 d.f.			
	p<.10			
J. Preferred language of desired news and information.		N=1599		
	chi sq.=6 Spanish	30%	26	32
	2 d.f. Bilingual	37	37	36
	p<.10 English	33	37	32

TABLE 11--continued

		SEX		
		Total	Male	Female
			31%	69%
K. Public television viewership during the month prior to the interview.		N=1599		
chi sq.=11	Watched	25%	30	22
1 d.f.	Didn't watch	76	70	78
p<.01				
L. Programs seen on public television during the month prior to the interview.		N=1599		
chi sq.=9	<u>Carrascolendas</u>	3%	<1	4
1 d.f.				
p<.01				

Cross-Tabulations Showing A Statistically Significant Relationship Between Age and Selected Media Questions

	AGE									65
	Total	15%	16-20	21-24	25-29	30-34	35-44	45-49	50-64	and up
			11%	12%	10%	16%	11%	18%	8%	
A. Socio-economic status.	N=1598									
chi sq.=729 (higher)	24%	74	39	28	17	13	14	8	1	
1 d.f.	25	14	34	44	43	30	18	17	2	
p<.01	17	5	16	16	20	25	18	21	14	
(lower)	34	6	12	12	19	33	50	55	83	
B. Ethnic label.	N=1322									
chi sq.=190 Mexican	43%	19	25	40	40	43	59	58	61	
21 d.f. Mexican/American	40	58	49	45	39	40	30	29	27	
p<.01 Chicano	6	17	16	4	8	4	<1	<1	<1	
American	11	6	10	11	14	12	10	12	12	
C. Language of interview.	N=1598									
chi sq.=522 Spanish	38%	5	14	19	21	41	58	61	85	
14 d.f. Bilingual	33	35	34	35	53	40	29	26	13	
p<.01 English	29	60	51	46	26	19	13	13	2	
D. Years residing in the same city.	N=1596									
chi sq.=132 Less than 8 years	14%	17	33	25	19	11	5	4	1	
7 d.f. More than 8 years	86	83	67	75	81	89	95	96	99	
p<.01										
E. Favorite type of radio stations.	N=1406									
chi sq.=368 Spanish stations	37%	12	17	28	30	37	56	48	81	
14 d.f. Span/Eng. stations	29	18	27	24	36	39	32	36	16	
p<.01 English stations	34	70	56	48	34	24	12	16	4	

TABLE 12--continued

		AGE										65 ^o
Total		15%	16-20	21-24	25-29	30-34	35-44	45-49	50-64	and up	8%	
		11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	
F. Television ownership.												
chi sq.=57		41%	44	44	46	54	44	41	39	17		
14 d.f.		56	53	53	51	45	55	56	58	76		
p<.01		3	2	3	3	1	1	3	3	7		
G. Favorite TV programs:												
chi sq.=179		31%	16	14	15	20	30	46	51	52		
7 d.f.												
p<.01												
Spanish/Mexican												
chi sq.=102		25	38	35	37	32	25	17	12	8		
7 d.f.												
p<.01												
Movies												
chi sq.=98		40	27	28	26	32	42	52	56	54		
7 d.f.												
p<.01												
Soap operas												
chi sq.=65		22	28	28	35	25	24	19	13	6		
7 d.f.												
p<.01												
Detective												
chi sq.=59		21	33	26	23	30	23	12	13	11		
7 d.f.												
p<.01												
Musical variety												
chi sq.=82		19	29	27	23	28	20	14	8	3		
7 d.f.												
p<.01												
Comedy variety												

TABLE 12--continued

		AGE											65
		Total	16-20	21-24	25-29	30-34	35-44	45-49	50-64	and up			8%
		15%	11%	12%	10%	16%	11%	18%	10%	7			8%
G. Favorite TV programs cont.		N=1598											
chi sq.=74	Situation comedy	18%	36	22	19	17	18	14	10	7			
7 d.f.													
p<.01													
		N=1598											
chi sq.=82	Drama	20	33	30	26	24	17	12	11	7			
7 d.f.													
p<.01													
H. Problems of the Spanish speaking community:		N=1598											
chi sq.=23	Education	13%	11	19	17	9	12	12	15	14			
7 d.f.													
p<.01													
		N=1598											
chi sq.=14	Lack of unity/communication	6	9	9	6	10	6	4	5	2			
7 d.f.													
p<.05													
		N=1598											
chi sq.=24	No problems	38	32	25	36	38	38	44	43	43			
7 d.f.													
p<.01													
I. Desired TV programming:		N=1598											
chi sq.=47	Spanish/Mexican	22%	10	16	21	16	23	22	27	36			
7 d.f.													
p<.01													

TABLE 12--continued

		AGE											65
		Total	16-20	21-24	25-29	30-34	35-44	45-49	50-64	and up			8%
		15%	11%	11%	12%	10%	16%	11%	18%	8%			
I. Desired TV programming cont.		N=1598											
chi sq.=15 Comedy variety		8%	13	9	7	12	9	6	6	5			
7 d.f.													
p<.05													
J. Desired news and information:		N=1598											
chi sq.=30 News, general		20%	10	16	16	17	24	25	24	26			
7 d.f.													
p<.01													
chi sq.=16 News, local		N=1598											
7 d.f.		22	16	18	18	26	23	24	22	31			
p<.05													
chi sq.=54 Drugs		N=1598											
7 d.f.		6	15	9	6	7	5	1	3	<1			
p<.01													
K. Preferred language of desired news and information.		N=1518											
chi sq.=265 Spanish		30%	6	15	19	22	28	41	46	65			
14 d.f. Bilingual		37	36	38	39	35	42	33	38	26			
p<.01 English		33	58	47	43	43	30	26	16	10			
L. Public television viewership during the month prior to the interview.		N=1598											
chi sq.=12 Watched		25%	22	30	29	28	25	19	24	18			
7 d.f. Didn't watch		76	78	70	71	72	75	81	76	82			
p<.10													

TABLE 12--continued

		AGE									
		16-20	21-24	25-29	30-34	35-44	45-49	50-64	65 and up		
		15%	11%	12%	10%	16%	11%	18%	8%		
Total	N=1598	4	3	7	8	6	3	2	1		

M. Programs seen on public television during the month prior to the interview.

chi sq.=20¹ Sesame Street
 7 d.f.
 $p < .01$

A P P E N D I X D

SELECTED NON-SIGNIFICANT RELATIONSHIPS
BETWEEN LANGUAGE AND AGE AND SELECTED MEDIA
QUESTIONS IN THE TELEPHONE AND FIELD SURVEYS

These relationships are unedited for cross-tabulation purposes and were not checked against the chi square test of significance. They are reported here because it is felt that they are important in understanding related significant responses reported elsewhere in the report.

TABLE 13

Relationships Between Language
and Selected Media Questions in the
Telephone and Field Surveys

TELEPHONE SURVEY

LANGUAGE

Media Questions	Total N=1091	Spanish 40%	Bilingual 31%	English 29%
A. Do you have a radio?				
Yes	97%	95	97	99
No	3	5	3	1
B. Is it AM, FM or both?				
AM	22%	30	19	13
FM	1	1	1	2
Both	74	64	77	83
C. Hours/day of radio listenership.				
None	2%	3	1	<1
Less than 1 hour	19	18	13	26
1 to 4 hours	44	36	51	47
5 to 8 hours	16	15	18	13
More than 8 hours	20	28	17	13
D. At what time of day do you listen to the radio?				
6-10 a.m.	65%	67	67	59
10 a.m. to 3 p.m.	28	33	27	21
3-7 p.m.	31	31	34	27
E. Hours/day of television viewership.				
Less than 8 hours	89%	88	88	92
More than 8 hours	11	12	12	8

FIELD SURVEY

	N=508	35%	38%	28%
F. Weekday TV viewership by time periods (more than one choice allowed).				
Mornings	25%	16	24	26
Afternoons	62	62	64	58
Evenings	82	77	86	81
Doesn't watch TV	4	7	3	2

TABLE 13--continued

	LANGUAGE			
	Total N=508	Spanish 35%	Bilingual 38%	English 28%
G. Saturday TV viewership by time periods (more than one choice allowed).				
Mornings	35%	28	39	40
Afternoons	64	57	59	45
Evenings	69	67	76	63
Doesn't watch	15	15	14	16
H. Sunday TV viewership by time of day (more than one choice allowed).				
Mornings	22%	19	28	21
Afternoons	52	58	56	40
Evenings	64	67	70	62
Doesn't watch	18	19	19	16

TABLE 14
Relationships Between Age and Selected
Media Questions in the Telephone Survey

Media Questions	AGE										
	Total N=1091	16-20 13%	21-24 11%	25-29 12%	30-34 10%	35-44 16%	45-49 11%	50-64 19%	65 8%		
A. Do you have a radio?											
Yes	97%	99	97	97	100	99	98	92	93		
No	3	1	3	3	--	1	2	8	7		
B. Hours/day of radio listenership.											
Less than 8 hours	80%	78	85	88	88	81	72	76	71		
More than 8 hours	20	22	15	12	12	19	28	24	29		
C. At what times do you listen to the radio?											
6-10 a.m.	65%	45	57	64	74	73	70	70	60		
3-7 p.m.	31	52	22	26	25	29	35	31	25		
7-12 p.m.	25	40	31	25	18	22	27	19	21		

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PREDICTION OF MEXICAN-AMERICAN COMMUNICATION HABITS AND ATTITUDES

Introduction

The basic question of this research was the degree to which selected variables of media uses and attitudes in the Mexican-American population could be predicted upon the basis of selected multiple demographic features.

In the examination of a variety of communication habits and attitudes in Mexican-American populations in Austin and San Antonio, Texas, Valenzuela (1973) found a number of relationships in cross-tabulations between demographic features and communication variables. Although these findings could be usefully interpreted in terms of two variables at a time--that is, one demographic variable and one communication variable--there was the question whether they might be more generally interpreted in terms of multiple combinations of demographic variables in the prediction of communication habits and attitudes. Accordingly, the present project involved reducing the Valenzuela survey data into a series of binary categories that lent themselves to interpretation in multiple regression equations.

Variables Used as Predictors

Demographic variables. The independent, or demographic, variables in the research included:

1. Whether the survey was conducted in (1)¹ Austin, or (2) San Antonio, Texas.
2. Whether the survey had been conducted by (1) telephone or (2) field interview.
3. The socio-economic status of the respondent as calculated from a weighted combination of education, occupation and residence (after Hollingshead, 1958).² The results of these calculations were entered as a three digit continuous variable.
4. Age was entered as a two digit continuous variable; it represented the median of categories in the Valenzuela study.
5. Whether the person called himself Mexican (0) or not (1).
6. Whether the person called himself Mexican-American (0) or not (1).

¹These digits were the binary quantifications used in the calculations. Differences in these digits across the present variables reflect the coding scheme of the parent study.

²The three factors are weighted as follows: Education (5), Occupation (9), Residence (6). Further, the Valenzuela categories were quantified (as follows) to be compatible with this index. For education: post graduate = 1, college graduate = 2, some college = 3, high school graduate = 4, grades nine through eleven = 5, grades five through eight = 6, and under four grades or no education = 7. For the occupation index: profession or managerial = 2, student = 3, clerical = 4; craftsman, foreman, salesman, military person = 5; housewife = 6; laborer, agricultural, household, retired = 7. If the person lived in the barrio this was given as an index of 4; if he lived outside of the barrio the index was 3.

7. Whether the person called himself American (0) or not (1).
8. Whether the person called himself Chicano (0) or not (1).
9. Whether the respondent was male (1) or female (2).
10. Whether the person preferred the language of the interview to be in Spanish (0) or not (1).
11. Whether persons preferred the language of the interview to be bilingual (Spanish and English) (0) or not (1).
12. Whether the preferred language of the interview was English (0) or not (1).

Variables to be Predicted

Dependent, or predicted communication variables, were in the following categories.

Media ownership. In the Valenzuela study it was found that virtually all respondents had a radio and a television set. Accordingly, a further distinction was made for the following two variables:

13. Whether the person had color TV (1) or not (2).
14. Whether the person had UHF channels accessible on his TV (1) or not (2).

Favorite programs mentioned. In the interview was a question which asked the person to identify his favorite programs. It was possible for him to answer more than one

category. Such responses were subsequently coded into the following categories: If they were not mentioned by a respondent, they were quantified as (0); if mentioned, they were coded as (1). These categories were:

15. Spanish programs
16. Movies
17. Soap Operas
18. Detective shows
19. Musical variety
20. Comedy variety
21. Situation comedy
22. Drama

Preferred programming. Respondents were also asked what kind of program they would like to have produced on television. Again, they could choose more than one type of program. These responses were coded into categories in which if a category was mentioned, it was coded as (1), and not mentioned (2).³

23. Spanish programs
24. Movies
25. Educational programs
26. Musical programs

³Numeric designations differ from among clusters of variables because of original coding in the survey study. So long as a binary distinction is maintained, the actual value of the digit is of no consequence.

27. Comedy variety

News preferences. Respondents were further asked about the types of news that they most liked to see on television. More than one response was possible. Items were coded into categories and these categories were further quantified as (1) if the item was mentioned or (2) if not mentioned. These were as follows:

28. News in general

29. News that is local

30. News that is national

31. News that is international

Information sources. Respondents were asked which they depended upon the most for information, among newspapers, radio and television. The following items were coded (0) as yes and (1) as no:

32. Depend upon the newspaper

33. Depend upon the radio

34. Depend upon the television

Language preference of information. In the case of getting information through broadcast sources, the respondents were further asked in which language they preferred to receive the information. This was divided among Spanish, English or both. The following categories were quantified as (0) yes or (1) no:

35. Prefer information in Spanish

36. Prefer information in bilingual form

37. Prefer information in English

Further, an analysis was made of the favorite radio broadcasting stations listened to by the respondents. These were divided into categories where one category combined stations only broadcasting in Spanish with stations broadcasting in Spanish and English (3) and stations which were English only (4). This was entered into the analysis as a single variable:

38. Whether the favorite radio broadcasting stations were Spanish or combinations of Spanish and English, or else only English.

Public station use. Respondents were asked whether they listened to the local public radio station and the public television station ((1) yes, (2) no). Public radio listenership was analyzed although it is not available in San Antonio. These variables were as follows:

39. Do you listen to KUT-FM?

40. Do you watch KLRN-TV?

Children's programs. Among questions of specific programming asked of the respondents were those referring to the children's programs, Sesame Street, and a regionally produced program for Mexican-American children called Carrascolendas. Respondents were asked whether they saw the programs (1) or not (2). These variables were:

41. Do you watch Sesame Street?
42. Do you watch Carrascolendas?

Method

Data base. The data for this study were taken entirely from the Valenzuela study, which in turn was a portion of a larger project in the Southwest known as Teletemas (Eiselein, 1973).

Because descriptions of the sampling design and interview procedures for the study may be found in detail in the Valenzuela study, a general summary will suffice here. The study involved selecting random samples of respondents in Austin and San Antonio, Texas. For telephone interviews the random selection was from the telephone directory for each city and for field interviews, it was by random selection of residences within blocks in areas of high concentration of Mexican-Americans in each of the cities. The telephone survey eventually involved 352 interviews in Austin and 739 in San Antonio. The field study resulted in 248 respondents in Austin and 260 respondents in San Antonio. Interviewing was conducted by persons who were bilingual, and who had been trained for the project. Most of the questions of the survey were included in both the telephone and field interviews, and only these questions were assessed in the present analyses.

As already mentioned, data were reduced to a binary

quantification scheme to lend themselves to use in the development of regression equations. The reduction of variables to this format and the resulting frequency counts are presented in Tables 1 and 2 for the independent and dependent variables, respectively.

Intercorrelations. The correlation matrix, calculated prior to the regression equations, was itself interpretable along a number of useful dimensions. The first interpretations were to determine relationships which were indicated among the independent or demographic variables. Table 3 presents a summary of these intercorrelations. The main pattern of interest to us here (see asterisks in Table 3) was the cluster interrelationship among variables of socioeconomic status, age, the language preferred in the interview, and, to some extent, what the person preferred to be called. Age could be considered a variable that was more or less a hub of these interrelationships. The older the individual, the lower his social status tended to be, the more he would tend to call himself Mexican, and the more he preferred to speak Spanish and not English.

Intercorrelations were, of course, calculated along all variables, which included the relations of interest to us, those between the demographic and communication variables. These are summarized in Table 4. Because the interpretation of this table is largely redundant with the results of the

subsequent regression equations, no further mention will be made of it at this point.

Regression equations. Calculation of prediction equations was based upon the algorithm for stepwise regression found in the Statistical Package for the Social Sciences (Nie, Bent & Hull, 1970). The demographic variables were entered into each equation as an array of predictor variables, then an equation was calculated for each of the communication variables to be predicted. The calculation of equations followed the stepwise procedure, where one variable at a time is added to an equation according to the amount it will contribute to the magnitude of the multiple correlation coefficient (R). Several criteria were adopted for interpreting the equations. First, an equation was not interpreted if incorporating its most salient predictor variable, the multiple R , was not greater than .08, which is roughly the magnitude needed for statistical significance at the $p < .01$ level. If, on the other hand, an equation qualified for interpretation on these grounds, subsequent equations in the stepwise routine were examined as each variable was added. It was arbitrarily decided that if an addition of a variable did not add more than .02 to the determination coefficient (R^2), then the last equation that had such an addition due to a predictor variable would be interpreted as the optimal equation. Although this was an

arbitrary criterion, it served the purpose of narrowing the focus down to those variables which were the most salient multiple predictors. These equations and their interpretations are presented in the next section.

Results

Overview. The results of the optimal equations developed for each one of the predicted variables are summarized in Table 5. For each optimal equation, this presents a multiple correlation coefficient (R), the coefficient of multiple determination or percentage of variance predicted (R^2), the slope coefficient of the equation (a), a list of the predictors in the equation, and their respective B and Beta coefficients, as well as their contribution to the predicted variance (Beta x r). In the following sections we will summarize the results of these equations and attempt to interpret them.

Media ownership (Table 5, lines 13, 14). It may be recalled that the two questions in this category were whether the respondent had a color TV and whether he had a UHF channel on his television.

The optimal equation predicting ownership of color TV was based on the degree to which an interview was not conducted in Spanish. Put another way, persons preferring Spanish tended not to have color TV. Examination of the

intercorrelation of other variables (Table 4) with the TV ownership question indicates that lack of ownership is generally predictable in terms of the interrelated characteristics mentioned earlier--namely, persons of lower social status who are older and who speak mostly Spanish.

The second question in this category, having UHF channels, was not predictable beyond a chance level, based upon any of the variables of the survey. Only the city of the survey had a slight correlation with these variables.

Favorite programs mentioned (Table 5, lines 15-22).

Variables in this category were the respondents' answers to the interviewer's request to mention their favorite television programs. These responses were classified into categories, then quantified according to whether a category was mentioned or not. Equations were calculated to predict each category.

The first category, whether the respondent mentioned any Spanish programs, was quite predictable based upon knowing that the interview was in Spanish, that it had taken place in San Antonio, and that it was from an older respondent. Each of these predictors contributed roughly equally to the equation.

Whether the respondent listed movies among his favorite programs was somewhat predictable upon the basis of age. The younger the person, the greater the likelihood that he would

mention movies.

The category of soap operas, like Spanish programming, was moderately predictable, but here it was upon the basis of the respondent being female, preferring not to speak English in the interview, and being from San Antonio.

Mentioning favorite programs in the categories of detective shows, comedy-variety, or drama, were all somewhat predictable upon the basis of the respondent's age. Here the younger the respondent, the more likely the chance that he would mention programs in these three categories.

Whether programs were mentioned in the category of musical variety or situation comedy was slightly predictable upon the basis of whether the person desired to be interviewed in Spanish. Here the relationship was that the more the interview was in Spanish, the more a person might not mention programs in these two categories.

Preferred programming (Table 5, lines 23,27). Some of the questions in the survey asked the respondent what type of programs he would like to see produced for him. Again, these responses were reduced to categories, and the present equations attempt to predict whether a program in each of the individual categories would be mentioned.

Only one such category was somewhat predictable, and this was whether a respondent would want Mexican programs. Here the best predictor variables were the degree to which

the respondent answered the interview in Spanish and that the interview was conducted in Austin. That is, interviews in Austin in Spanish tended to include mention of Mexican programs.

Other categories of desired programs were hardly predictable beyond a chance level. In two cases the type of survey was a slight predictor in that people surveyed by telephone tended more to ask for movies, and persons interviewed in the field tended to ask more for music programs. Neither of these results is of enough predictability to support attempts at interpretation.

Also, there was a slight, but probably negligible, predictor of desire for programs of the musical comedy type. Younger persons tended to mention these types of programs more often.

Desiring detective shows was not predictable.

News preferences (Table 5, lines 28-31). Some types of preferred information were slightly predictable.

Just beyond chance levels of prediction were found for preferring general news if the respondent was contacted in the field survey. Also, there was a slight predictability of a preference for local news in the Austin as against the San Antonio respondent.

Preferring national news or international news was not predictable beyond a chance level.

In all, news preferences were not predictable to any interpretable level in these findings.

Information sources (Table 5, lines 32-34). Predictability of preferred sources of information was, in each case, just barely beyond chance levels and was predicted by single variables.

Depending upon the newspaper, the source of information was slightly predictable in that respondents in Austin tended to mention the newspaper.

Similarly, respondents who were interviewed in the telephone survey tended to mentioned television as a preferred source of information.

Preferring radio as a source of information was slightly predictable upon the basis of having the interview in Spanish.

None of these levels of prediction was sufficient to lend itself to useful interpretation.

Language preference of information (Table 5, lines 35-38). Broadcast language preferences were among the most predictable of the communication variables found in this study. As might be expected, the best predictor was the preferred language of the interview.

Preferring to have information broadcast in Spanish was relatively predictable upon the basis of an individual's being interviewed in Spanish and coming from San Antonio. Preferring information bilingually was predicted from being

interviewed bilingually. Preferring information in English was predictable upon not being interviewed in Spanish and being interviewed in English.

As described earlier, one variable (38) was an analysis of the favorite radio stations listened to by the respondent. These were divided into categories where Spanish or English or both languages were used by a station or where English only was used. Being interviewed in English was a salient negative predictor of listing favorite stations that use Spanish or Spanish combined with English. Also, the older the respondent and the lower his socio-economic status the more he tended to mention favorite stations that broadcast Spanish, or Spanish in combination with English.

Public station use (Table 5, lines 39-42). Whether respondents listened to public broadcasting available on radio via KUT-FM or television via KLRN-TV was somewhat predictable, but upon the basis of the city of the survey. In both cases use of the public broadcasting outlets was slightly greater in Austin than in San Antonio.

Whether a respondent or somebody in his family watched Sesame Street was not predictable. But whether Carrascolendas was watched was slightly predictable, based upon the city of the survey. Austin respondents had a slightly greater tendency to report viewing of Carrascolendas.

Discussion

A key motive in the present study was to determine the degree to which demographic variables might collectively predict communication variables in the Mexican-American population. Such multiple prediction, it was thought, would be a more economical description of such relations than the many two-variable cross-tabulations in the parent study. Moreover, a multiple prediction model might lend itself to a functionally interpretable picture of communication usages for particular types of individuals within the Mexican-American community.

On the whole, the results did not indicate any major advantage to casting correlations between demographic and communication variables in this study into multiple prediction equations. Based upon our interpretative criteria, no prediction equation had over four major variables, and most had only one or two. In other words, the equations were not much of an improvement over the original cross-tabulations.

On the other hand, the results did point somewhat to a generalization which represents a functional view of practices and preferences which were tied to demographic characteristics. Spanish language usage in the interviews predicted quite well language preferences for broadcasting, the attendance to Spanish language or bilingual stations, and some preferences for Mexican programming. As noted in

various places in the report, Spanish language preference was interrelated with being older and being of lower social status. Since these characteristics were interrelated, their collective prediction of communication variables was in a statistical sense no better than the prediction based upon any single variable. In a practical respect, then, if one were programming for the Mexican-American community, Spanish language and the associated variables of age and status would most differentiate among program preferences. However, the desired language of the programs themselves is also an important variable to consider.

TABLE 1
Predictor Variables and Basic Tabulations

Variable	Categories
1. City of survey	Austin=600, San Antonio=999
2. Survey type	Telephone=1091, field=508
3. Socio-economic status	Mean=94.06, s.d.=21.39
4. Age	Mean=37.96, s.d.=16.01
5. Calls self Mexican	Yes=570, no=1029
6. Calls self Mexican-American	Yes=525, no=1074
7. Calls self American	Yes=143, no=1456
8. Calls self Chicano	Yes=84, no=1515
9. Sex	Male=501, female=1098
10. Interview in Spanish	Yes=608, no=991
11. Interview bilingual	Yes=531, no=1068
12. Interview in English	Yes=460, no=1139

TABLE 2
Predicted Variables and Basic Tabulations

Variable		Categories
13.	Has color TV	Yes=654, no=945
14.	Has UHF channels	Yes=1410, no=189
15.	Favorite programs, Spanish mentioned	Yes=495, no=1104
16.	" " Movies "	Yes=400, no=1199
17.	" " Soap operas "	Yes=641, no=958
18.	" " Detectives "	Yes=352, no=1247
19.	" " Musical Variety "	Yes=341, no=1258
20.	" " Comedy Variety "	Yes=299, no=1300
21.	" " Situation Comedy "	Yes=290, no=1309
22.	" " Drama "	Yes=317, no=1282
23.	Would want produced, Mexican programs	Yes=344, no=1255
24.	" " " Movies	Yes=222, no=1377
25.	" " " Education "	Yes=128, no=1471
26.	" " " Music "	Yes=182, no=1417
27.	" " " Comedy Variety	Yes=134, no=1465
28.	Type of preferred information; General news	Yes=316, no=1283
29.	" " " " Local news	Yes=349, no=1250
30.	" " " " Nat'l news	Yes=113, no=1486
31.	" " " " Int'l news	Yes=128, no=1471
32.	Depend on newspaper for information	Yes=413, no=1186

TABLE 2--continued

Variable	Categories
33. Depend on radio for information	Yes=490, no=1109
34. Depend on television for information	Yes=646, no=953
35. Prefer information in Spanish	Yes=454, no=1145
36. Prefer information bilingually	Yes=557, no=1042
37. Prefer information in English	Yes=508, no=1091
38. Favorite radio stations use	Spanish and English= 933 English only = 474
39. Listen to KUT-FM	Yes=76, no=1523
40. See KLRN-TV	Yes=391, no=1208
41. Watch <u>Sesame Street</u>	Yes=68, no=1531
42. Watch <u>Carrascolendas</u>	Yes=43, no=1556

TABLE 3
Intercorrelations Among Predictor Variables

	Variables											
	1	2	3	4	5	6	7	8	9	10	11	12
1. City of survey												
2. Survey type	-.16											
3. Socio-economic status	.10	-.30										
4. Age	.10	.00	.43*									
5. Calls self Mexican	-.00	.03	-.19	-.26*								
6. Calls self Mexican-American	-.06	-.02	.13	.16	-.52							
7. Calls self American	-.09	.02	.02	-.04	-.23	.22						
8. Calls self Chicano	.18	-.01	.14	.20	-.18	-.16	-.07					
9. Sex	.08	.06	.16	.04	-.07	-.00	.06	.13				
10. Interview in Spanish	-.11	.04	-.35	-.50*	.40	-.22	-.05	-.13	-.07			
11. Interview bilingual	.00	-.06	.05	.14	-.16	.10	-.02	.03	.02	-.55		
12. Interview in English	.11	.02	.32	.39*	-.26	.14	.07	.11	.05	-.50	-.45	.21

*Intercorrelations showing an age, status, language clustered interrelation.

TABLE 4

Correlations Between Independent and Dependent Variables

Dependent Variables	Independent Variables											
	1. City of survey	2. Survey type	3. Socio-economic status	4. Age	5. Calls self Mexican	6. Calls self Mexican-American	7. Calls self American	8. Calls self Chicano	9. Sex	10. Interview in Spanish	11. Interview bilingual	12. Interview in English
13. Has color TV	.01	.10	.12	.11	-.08	.07	.02	-.02	.07	-.17	.06	.12
14. Has UHF channel	.07	-.03	.05	.03	-.03	.02	-.03	.01	.03	-.06	.03	.03
15. Favorite program, Spanish	.28	-.04	.23	.32	-.20	.09	.04	.13	.13	-.34	.05	.32
16. " " Movies	-.03	-.02	-.13	-.24	.11	-.09	.01	-.06	-.06	.18	-.03	-.17
17. " " Soaps	.21	-.05	.21	.23	-.15	.07	.04	.10	.28	-.25	.02	.25
18. " " Detec.	-.05	.00	-.11	-.18	.08	-.04	-.03	-.07	-.07	.18	-.09	-.10
19. " " Mus.Var.	.01	-.04	-.12	-.18	.08	-.09	.03	.01	.03	.18	-.12	-.07
20. " " Com.Var.	-.01	-.10	-.15	-.22	.10	-.10	.00	-.01	.02	.21	-.09	-.13
21. " " Sit.Com.	.04	-.11	-.15	-.19	.11	-.06	-.02	-.03	.00	.21	-.09	-.13
22. " " Drama	-.04	-.02	-.18	-.21	.13	-.08	-.06	-.04	.02	.19	-.02	-.18
23. Want produced, Mexican	.15	-.11	-.10	-.15	.12	-.07	-.05	.05	-.04	.20	-.04	-.17
24. " " Movies	-.06	.11	-.01	.05	-.03	.03	-.02	.02	-.02	-.03	.05	-.02
25. " " Education	-.01	-.03	.07	-.02	-.03	-.01	.05	-.05	-.03	-.06	.01	.05
26. " " Music	.02	-.11	.01	-.03	.00	-.02	.00	.03	.00	.02	.01	-.03
27. " " Com. Var.	-.03	.07	.04	.08	-.04	.01	.06	-.02	.00	-.04	.03	.01
28. Preferred information: General news	.05	-.16	-.06	-.12	.07	-.07	.03	-.03	-.02	.06	.03	-.10
29. " Local news	.13	.04	-.05	-.08	-.03	.05	-.03	.04	-.01	.02	.00	-.01
30. " Nat'l news	.03	.04	.02	.00	-.06	.06	.02	.00	.04	-.07	.05	.01
31. " Int'l news	-.06	.02	.05	.01	.00	-.01	.03	.00	.05	-.03	.03	.00
32. Depend on newspaper for information	.15	-.14	.05	.07	-.02	.02	.00	.02	.06	-.11	.05	.06
33. Depend on radio	-.11	-.07	-.08	-.11	.09	-.04	-.05	-.02	-.07	.17	-.05	-.13
34. Depend on television	-.06	.21	.02	.04	-.07	.02	.05	.00	.02	-.07	.01	.06
35. Prefer info. in Spanish	.10	-.01	-.25	-.35	.32	-.17	-.09	-.04	-.05	.48	-.21	-.30
36. Prefer info. bilingually	-.14	-.01	.03	.04	-.09	.07	.00	.03	.01	-.13	.16	-.03
37. Prefer info. in English	.03	-.02	.21	.30	-.21	.08	.08	.00	.05	-.33	.03	.32
38. Favorite stations use	-.10	.01	-.35	-.38	.26	-.15	-.04	-.07	-.16	.40	.03	-.46
39. Listen to KUT-FM	.29	.02	.07	.04	-.04	-.02	-.04	.05	.04	-.06	-.01	.08
40. See KLRN-TV	.21	.01	.10	.05	-.03	-.02	.01	.04	.09	-.11	.05	.06
41. Watch <u>Sesame Street</u>	-.02	.00	.05	.07	-.03	.01	.00	.01	-.04	-.06	.01	.06
42. Watch <u>Carrascolendas</u>	.10	-.08	.00	.00	.02	-.02	.02	.00	-.08	.01	.01	-.03

TABLE 5

Summary of Optimal Equations

Predicted Variable	R	R ²	a	Best Predictors	b	Coefficients β	Contribution to Prediction (βx_r)
13. Has color TV	.175	.031	1.70	Interview in Spanish	-.177	-.174	.031
14. Has UHF channels	.068			City of survey			
15. Favorite programs: Spanish	.450	.203	-1.28	Interview in Spanish	-.213	-.224	.077
				City of survey	.225	.235	.066
				Age	.005	.187	.060
16. Movies	.244	.060	.502	Age	-.007	-.245	.060
17. Soap operas	.402	.161	-.496	Sex	.268	.253	.070
				Interview in English	.239	.220	.055
				City of survey	.170	.168	.036
18. Detectives	.182	.039	.399	Age	-.005	-.182	.033
19. Musical Variety	.181	.033	.118	Interview in Spanish	.153	.181	.033
20. Comedy Variety	.217	.047	.388	Age	-.005	-.217	.047
21. Situation Comedy	.208	.043	.079	Interview in Spanish	.165	.208	.043
22. Drama	.214	.046	.400	Age	-.005	-.214	.046

TABLE 5--continued

Predicted Variable	R	R ²	a	Best Predictors	Coefficients b	Contribution to Prediction (βx)
23. Would want produced: Mexican programs	.261	.068	1.436	Interview in Spanish City of survey	.183 .145	.043 .025
24. Movies	.107	.011	1.756	Survey type	.079	.011
25. Detectives	.067			Socio-economic status		
26. Music	.115	.01	1.99	Survey type	-.078	.01
27. Comedy Variety	.081	.006	1.863	Age	.001	.006
28. Type of preferred info.: General news	.064	.027	1.99	Survey type	-.140	.027
29. Local news	.128	.016	1.6	City of survey	.109	.016
30. Nat'l news	.065			Interview in Spanish		
31. Int'l news	.057			City of survey		
32. Depend on newspaper for information	.150	.023	.423	City of survey	.147	.023
33. Depend on radio for information	.172	.030	.592	Interview in Spanish	.164	.030

TABLE 5--continued

Predicted Variable	R	R ²	a	Best Predictors	Coefficients to Prediction b β	Contribution to Prediction (β xr)
34. Depend on television for information	.205	.042	.404	Survey type	.206 .205	.042
35. Prefer information in Spanish	.508	.258	.193	Interview in Spanish City of survey	.465 .501 .145 .156	.242 .016
36. Prefer information bilingually	.165	.027	.540	Interview bilingual	.166 .165	.027
37. Prefer information in English	.376	.141	.665	Interview in Spanish Interview in English	-.217 -.227 .213 .207	.075 .066
38. Favorite stations use Sp. & Eng. or Eng. only	.534	.285	4.11	Interview in English Age Socio-economic status	-.337 -.342 -.005 -.176 -.004 -.168	.159 .067 .059
39. Listen to KUT-FM	.288	.083	1.75	City of survey	.127 .288	.083
40. See KLRN-TV	.205	.042	1.46	City of survey	.182 .205	.042
41. Watch <u>Sesame Street</u>	.068			Age		
42. Watch <u>Carrasoolendas</u>	.103	.011	1.917	City of survey	.034 .103	.011